

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

GEO. P. ROWELL & Co., Publishers, 10 SPRUCE ST., NEW YORK.

VOL. XXXIX. NEW YORK, MAY 28, 1902.

No. 9.

## *The Philadelphia Record*

### ITS VALUE

**Public Sale, May 15, 1902**

9,050 shares of stock, par value \$100, sold for . . . . .	\$2,300,000
150 shares of stock, par value \$100, sold for . . . . .	31,650
470 bonds, par value \$1,000, sold for 120 (with accrued interest*), . . . . .	564,000
Value of 30 bonds, par value \$1,000, at 120 (with accrued interest*) . . . . .	36,000
Value of 800 shares of stock, outstanding,	168,800
*Accrued interest on bonds, total issue,	11,250
TOTAL VALUE, . . . . .	\$3,111,700

This makes THE PHILADELPHIA RECORD by far the most valuable newspaper property in Philadelphia.

Its April circulation averaged **183,679** daily and **164,444** Sunday, being the largest circulation of any paper in Philadelphia.

**"THE RECORD'S" IMMENSE ADVERTISING PATRONAGE MADE ITS VALUE, AND ITS GREAT CIRCULATION MADE ITS ADVERTISING.**

*Rate, 25c. per line, subject to discounts.*

New York:	Philadelphia:	Chicago:
185 World Building.	Advertising Manager.	1002-4 Tribune Bldg.

# **The Richmond Dispatch**

**DAILY AND SUNDAY,**

and

# **The Richmond News**

**DAILY.**

Are now in their new establishment—a five story building on the most prominent corner in Richmond. With ten linotypes, a three deck straight-line press, and all the other accessories of modern newspaper equipment, they are better furnished than ever to

## **COVER THOROUGHLY RICHMOND AND ITS TERRITORY.**

**The Dispatch** has for many years been the leading Morning Daily Newspaper in the State of Virginia.

**The News**, issued under the same management, is the progressive, popular paper in the afternoon field, in which it supplements the morning circulation of the **DISPATCH**.

**RICHMOND** is a rich field for the advertiser.  
**THE DISPATCH** and **NEWS** are the profitable way to reach it.

Rates and further information on request.

**J. E. VAN DOREN SPECIAL AGENCY,**  
MANAGER FOREIGN ADVERTISING,

Chicago:  
1103-1105 Boyce Building,

New York:  
407-410 Temple Court.

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST-OFFICE, JUNE 29, 1893.

VOL. XXXIX.

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## THE MARK CROSS CO.'S INTERESTING STORY.

"It is Shakespeare who, through one of his characters, makes the inquiry, 'What's in a name?' I do not know if I am to differ with him, or with his mouthpiece. But my answer would be, 'Much!' That is, at least from the advertiser's point of view. For, mark you, the name of Mark Cross Company is an asset of the firm, and a large one, even though it is not so set down in any of the books of the company."

The speaker who was addressing the representative of PRINTERS' INK was Mr. P. F. Murphy, the president and owner of most of the stock of the corporation of the Mark Cross Company. He resumed:

"The business was started in 1845, having been founded in London. It has two branches, one in Boston, established in 1850, the other this one in New York, in 1895. The whole enterprise grew out of a saddlery and harness business, first taking up leather goods, then merging into wares for travellers, such as trunks and bags, then gloves and finally designing structural iron for the interiors of stables. Although advertising was not a prime force in the earlier years, of recent years it has been the factor to which is to be credited the very satisfactory development we are now enjoying."

"Will you tell me your advertising story, Mr. Murphy?"

"To get at that properly, first understand that we manufacture both abroad and here. This is an essential point, for it obviates all the disadvantages of importing and exporting, the payment of duties consequent, the delays and other disadvantages. Besides, the demands of the two markets are

so diverse that we would be hampered in this wise, too. Not to touch upon our business abroad at all, which is, as Kipling would say, 'another story,' we manufacture our products in various shops. I have chosen New York as my home, so that this may really be considered headquarters, although the three points are of equal importance.

"Our advertising may be said to start with the obtainment of our business places. Take this one, for example. We consider the very spot an advertisement, in the foreground, as it is, of the city, on its principal thoroughfare and facing City Hall, the newspaper offices and the postoffice. It is the only store we have now in New York, but soon we shall have another equally as prominent in location, on Broadway, next door to the new Cafe Martin (Delmonico's old place), between 25th and 26th streets, with an entrance on Fifth avenue as well.

"Having obtained such central locations, it is our first policy to advertise locally, with the object of making every one in the community know where the Mark Cross Company store is. To this end, both here and in Boston, we use the dailies of high character. Our New York list includes the *Herald*, the *Tribune*, the *Times*, the *Sun*, the *Mail and Express* and the *Evening Post*. Our Boston list is equally as fine a one. Then, for outside or mail order trade, we select a list of magazines to catch the same kind of a rural public. This includes the *Smart Set*, the *Cosmopolitan*, *McClure's*, *Ainslee's*, etc. Then we have some weeklies, *Town Topics* for instance. No humorous weeklies and few trade journals, however; only such special ones as the *Rider and Driver*. And no pro-

grammes, either, and no outdoor display, although I think it good; but we cannot take everything we like, and one excellent reason against outdoor display being that in it we cannot change the reading, the great advantage possessed by daily newspapers."

"Your goods are bought by the wealthy exclusively?"

"No, indeed. By the wealthy and by people in moderate circumstances. Why, we sell an average of a hundred pairs of gloves at \$1.50 each at this store daily—at retail; \$1,000 worth weekly.

"Another phase of our advertising is circularizing. We send a series out every month, both in answer to replies of advertisements and to selected lists. The former are treated systematically, and credited to the various publications which elicit the replies. For all of our advertisements are keyed by the usual method of assigned numbers, the simplest way of keying which we could adopt. Through it we are made aware of the relative value of the publications we are employing, and can thus afford quickly to try new ones as soon as we discover that those previously tried are not efficient for our goods.

"Our lists are collected and formed by ourselves. We do not wish to have anything to do with bought lists. We construct them from financial lists of high standing, notably from the Retail Dealers' Protective Association. This furnishes the best retail names, we are convinced, of any source in the city. Our circulars are of four kinds. For our fine leather goods we send out literature directed to the retail jewelers. The names for these are obtained from trade directories principally. For our leggings we circularize to the retail boot and shoe trade, obtaining the names from similar sources. For our structural iron ware we obtain a list of architects from the real estate and building trade papers.

"The returns from circularizing have been satisfactory, especially from such circulars as were illustrated. We believe in fine cuts, and our experience is that such easily bring trade which otherwise

would not have come—in fact, that they create trade.

"I have not arranged my advertising conclusions in any orderly manner, so your sprightly and efficient weekly, than which I know of no more valuable advertising compendium, will forgive the way in which I present them—just as they come to mind. Regarding newspaper space, I am a firm stickler for 'position;' believe in it, and believe it well worth the advance in price. Notwithstanding the advantage we possess in the striking style of our name, in the trademark and in the catch phrase 'The Stamp of Excellence,' if we were not careful to exact a prominent place in each paper I am sure much of the effect would be lost. I think we have used good judgment, for I do not think that twice the outlay in any other form would have given us equal publicity. Our outlay for the past year, appropriated at its beginning, was only all told \$20,000. This included the postage and all other expenses. I flatter myself that most people who give the matter a thought would estimate that we had spent more than this amount on newspapers alone.

"Much of the good fortune of this I also ascribe to the brevity and felicity of our name and to the effectiveness we have given it in display. That name is a fortune in itself, and as I said, a good advertising asset of itself. My theory of the ideal name for advertising purposes is that it should consist of five letters, be easily remembered and finally that it be strikingly displayed. Then see that it is shown everywhere. Never miss an opportunity of impressing it on the public—for people are so fickle that they will forget you the moment you stop. You will find the same type display of our name on all of our advertisements, on our literature, on our stationery, on our signs and wagons. The latter is no small matter by any means. These wagons are forever on the move and penetrate to every part of the city. That is the reason it pays to make these wagons as beautiful and attractive as possible."

J. W. SCHWARTZ.



Successful adver-  
tisers have always  
advertised in

# THE SUN

That is why you  
should be among  
the number—suc-  
cessful men seek  
each others' com-  
pany.

Address  
THE SUN, NEW YORK.

## AN ADVERTISING TEST.

By Joel Benton.

There is probably no recipe extant, and none that can be written, which will enable an advertiser to write a surely successful advertisement. But it is almost universally conceded that the advertising which succeeds best is that which makes the public talk. When persons who are disinterested are moved to express their opinion of an advertised article, or to talk about the way it is presented to the public, the extreme of publicity is attained.

A reader may see for a hundred times a well worded notice that announces the offerings of a store, or that extols the virtues of some article, proprietary, or mechanical, for sale, and yet not be moved to enter the store or to buy the article. But, if a friend, or stranger, even, ventures to speak of either, a strong attention is aroused. The reader, perhaps, has had a partly formed desire to avail himself of the goods or thing somewhat forcibly presented, but this impulse is not strong enough to take effect. When some other reader, however, seconds the motion by a conversational display of his own favorable feelings on behalf of what is advertised, the argument is clinched, and the halting and irresolute person becomes convinced.

It is all very well, and it is necessary that advertisements should assail the eye; but, if they do no more than that they fall flat. But when they produce talk, and help to enlarge the neighborhood gossip, there is nothing left to be desired.

A book publisher of great ability told me once that if you can only find some way to make "society" talk about a new book you need not worry about its success. Everybody will want to see it and buy it. Not to know what it is that is talked about will be a badge of dishonor, whether it is bad or good.

There was over fifty years ago a subject of contention in "Jane Eyre" that made people talk. The characters in it were discussed in various ways in urban and rural circles, so that not to know it was

to argue yourself a weak and negligible personality. Sent forward by this impetus, it acquired durable fame, and rewarded the booksellers, at least, even if the author, owing to imperfect copyright protection, did not obtain her entire dues.

I do not mean by this that much talk about a book or article proves that it is meritorious. I only mean that it is a tremendous factor in making it sell.

Probably in polite society books are more talked about than the ordinary material commodities. But ladies' hats and haberdashery and toilet and proprietary articles, and innumerable things, also arouse conversational attention among their patrons, if they are properly presented. Now, to present them properly, you must write your advertisement so appealingly as to command keen attention. If you can put some picture or phrase in it that will cause a vocal reference to it, that will make the one who is touched by it say to his neighbor, "See that," you will have given it the power of arithmetical progression. The neighbor who is jostled will tell some one else, and he some one else, to an extent that will baffle enumeration.

Every one who has thought much of this subject will remember that certain advertisements stay with him. He finds them riveted in his mind. When he goes to his business in the morning or returns from it at night for his dinner they still assail him. It is this kind of which people talk and make other people think.

The sandwich-man, useful as he may be, is no match for the disinterested talker about goods, and things offered for sale. His pantomime has its use, to be sure, but he does his task for pay. If I, or you, however, after he passes, say to a friend, "that is a good article that he extols," we have made an impression that his whole day's walk can hardly equal.

WELL-ADVERTISED proprietary articles are recognized by the purchasing public as being of the highest grade. The people know that it does not pay to extensively advertise an inferior article for the general trade.—*Progressive Advertiser*.

There are more  
TRIBUNES sold  
every day with-  
in the corporate  
limit of the City of  
Minneapolis than  
all the other local  
English daily pub-  
lications com-  
bined.

*See report of the  
Association of American  
Advertisers.*

# **PROPRIETARY ADVERTISING.**

*By Henry M. Coburn.*

It is generally supposed that business men are careful about their expenses, and that they desire to obtain full value for their business outlay, and yet we often find much useless verbiage in ads of proprietary articles, especially of medicinal preparations. When a man is sick he does not feel much inclined to read or listen to long arguments describing in extenso the causes that produced his disease. What he wants is a cure, or if that is not possible, as much relief as can be obtained. It is true that many medical ads go right to the point, and describe in condensed but lucid terms the nature of the medicine and its success in curing disease. But there are also other ads that enter upon a long explanation of the origin of some particular disease, and then much additional space is used in lauding the great value of this special remedy.

Perhaps the above method might be proper in a long address before some medical society, or even in a popular lecture, but when ads have to be paid for at so much a column, it would seem that those who write them ought to study carefully the art of condensation. It is said that Daniel Webster's rule was never to use a word that was not necessary for the proper elucidation of his meaning. That is not the only characteristic of a good style, but it would save a great deal of money in advertising. If some of the writers of ads designed to promote the sale of medicines were to practice a few weeks in writing telegraph dispatches, and were made to pay for these out of their own pockets; or if they were to serve an apprenticeship in writing State news for some daily paper, where a three or four column account of a fire or a murder has to be condensed into half a column, perhaps new light would dawn upon their minds regarding the advantages of reasonable brevity, especially as far as their monetary value is concerned.

Some proprietors of patent medicines seem to believe that a long

ad of a column or two will certainly lead people to think, "Here must be something valuable; because so much is said about it." They insert this long ad, and then it may be a week or two before the same thing is inserted again, whereas, if a short ad describing the salient points had been used every day, or in every issue of the weekly or monthly, this would more nearly resemble the constant dropping that wears away the stone.

Why may it not be with some long ads as with the story teller who inflicts upon us a yarn taking up an hour or two, when all the essential particulars could have been told in ten or fifteen minutes? Much study is a weariness of the flesh, and a continual dropping upon the roof may make a stout heart sad. We do not like to be talked to death or lectured to death or preached to death; and therefore why cannot plain, concise, yet reasonably extended medical ads be written in half the words that many adwriters employ? Just look at some of the soap ads! A telling picture, a few words of terse yet sufficiently lucid explanation, and the work is done, with half or quarter the outlay that a more diffuse and wearisome style would have caused. If some medical ads were written along the above lines it is likely that as much business would be done, and at half the usual expense.

The alchemists and also the old-time purveyors of medicine seemed to place great reliance upon a certain degree of mystery. Medical signs were written so that the common people would not understand the prescriptions, and even now many a physician gives a shake of the head, as if intimating to a patient that he has some mysterious medical skill which other practitioners do not possess. Why should not the element of mystery be discarded? Let those who think they have valuable medical preparations tell the people some of the chief ingredients used in compounding them.

EVERY store has its good features—these features impressed on the public will bring trade.—*White's Sayings.*

# ANOTHER RECORD BREAKER

FOR THE

## *Cleveland Plain Dealer*

Fifty columns of Classified Advertising in Sunday's PLAIN DEALER, of May 11th, again breaks the record. In number of separate classified advertisements the PLAIN DEALER has a big lead.

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Number of Separate Classified Advertisements in the  
Two Leading Sunday Papers:

Plain Dealer	=	=	1336
Leader	=	=	546
Plain Dealer's Lead			<u>790</u>

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**C. J. BILLSON,**

Manager Foreign Advertising Department,

*Tribune Building,  
New York.*

*Tribune Building,  
Chicago.*

## NEXT?

"After the yellow newspapers—what?"

This question has been asked many times in the past few years, not only by newspaper men, but by the college professors, clergymen, business men, advertisers, publishers, critics and observers of the nation's tendencies and progress. Satisfactory answers have been few, far between and mainly theoretical. Some have predicted papers worse than the yellows, others have foretold the deluge, holding that nothing can be worse; still others have approved of sensationalism, believing that it fosters the reading habit and sows the seeds of education in waste places.

Just at present there seems to be a faint flush of pink upon the eastern horizon of newspaperdom. The New York newspaper situation reveals some interesting signs.

Here are the gleanings of an observer:

During the past winter two metropolitan dailies have come conspicuously to the front—the *Times* and the *Telegram*. One is a morning paper, and the other is published in the afternoon. Each contains something that leads people to buy them in large quantities. The yellows swell their circulation claims and challenge each other to finish fights with many impressive dollar marks and ciphers as stakes. They invent new sensational features and run the gamut of the solar spectrum in color. Not long ago a Jersey City newsdealer was poisoned with ink from Sunday supplements. But the piles on news-stands are dwindling visibly, and there are indications that sensationalism will eventually cease.

The *Times* and *Telegram* seem to grow steadily into public favor, particularly in New York City. They are New York newspapers. Both are antitypes of the yellows. They are not sensational. They are printed in one color. They do not use startling heads. They have some degree of good taste and literary style. The *Times* uses no pictures, and those in the *Telegram* are of a new kind—better in

quality and used judiciously. Neither is given to the habit of rushing "special extras" onto the street every five minutes. Each gives the human race credit for having some vestiges of humor, optimism and cleanliness of mind. Each is a newspaper in the right and highest sense of the word.

The *Times* gives more news than any other daily in New York—gives more individual items and fuller details. This news is arranged with system and written in sane, grammatical English. If the *Times* has a fault it is that of pedantry, especially in its Saturday book supplement. It lacks the cynical, amusing style of the *Sun*, but it is a good newspaper, printing rather too much than too little news. Many of the minor features, such as its daily list of small fires, would have been thought trivial five years ago.

The *Telegram* has, first, its small exchange ads. These are very close to the people. Its editorial page contains no moralizing, but is filled with bright paragraphs—mere eyefuls of news and comment. The half-column that appears with a new head each day is a return to the lively journalism that made the United States a thinking nation, alive and not taking trifles too seriously. But the *Telegram's* real strength lies in its pages for women and children. That the children's features are profitable is shown by the extent to which they are being taken up in other quarters.

Both papers are clean in all things, honest, without biased political policies, and fond of letting the news carry its own weight. Both are patronized by all classes of advertisers, and perhaps their combined patronage would equal that of any three other New York dailies. Both are wide of the *Sun's* witty definition of the yellows—"papers made apparently for people who cannot read." Each is as far from the sensational methods that have been so wildly successful the past five years as right is from wrong, or the moon from the star 61 Cygni.

Can they be the new journalism? Are they next?

# The Press

Leads Everything in

# Pittsburg

---

Largest Circulation

Largest Amount of Advertising

Largest Number of Advertisers

Brings Best Returns.

---

## DAILY AND SUNDAY

---

C. J. BILLSON,

Manager Foreign Advertising,

CHICAGO OFFICE:  
Tribune Building.

NEW YORK OFFICE:  
Tribune Building.

## WITH ENGLISH ADVERTISERS.

By T. Russell.

A question frequently here raised is that of the responsibility of newspapers for the character of the advertising published in them. I often wonder how you regard this question in America. It is on general principles rather an open one, and an authoritative moral canon would be difficult to arrive at. Legally, a newspaper is probably not responsible for its advertisements at all, so long as they are not known to it to be fraudulent. There is no onus upon the newspaper to ascertain whether the persons advertising in it are honest or not; it is only liable for their torts (or misdoings) if actually cognizant of them, and so long as the advertisements are not in themselves indecent, treasonable or otherwise criminal (and perhaps blasphemous, but I am not sure of the law on this) no one can impugn the newspaper at law.

\* \* \*

In practice, a sort of censorship is exercised over advertisers by nearly all newspapers, and those of good moral tone are rather particular about what they insert, and will refuse what their contemporaries do not scruple to accept. In a prominent place every day the *Morning Leader* (London) prints the following notice:

Advertisements known to be of a fraudulent or objectionable nature are not inserted in the *Morning Leader*. Amongst the class of advertisements which, for the above or other reasons, are omitted, are the following: Betting tipsters, moneylenders, certain medical specifics, adoption of children, matrimonial, word competitions, home employment, and all advertisements requiring a deposit of money as a condition of employment. While no responsibility can be accepted by the management of the *Morning Leader* for the bona fides of any advertisement which appears in its columns, readers may feel assured that all reasonable care is taken to exclude those which are known to be of a fraudulent or objectionable character.

It is not every paper that is so punctilious as all this comes to, but the difference is all to the credit of the *Leader*. The London *Times* is noted for its censorship of advertisements, but it does not print a specific announcement on

the subject. Financial papers here usually carry a paragraph stating that they will not insert advertisements of blind pools; but as I never heard of anyone wanting to advertise a blind pool in a financial paper, and as I am quite sure from what I know of these journals that there are precious few of them that would refuse a blind pool or anything else which anyone was willing to pay for, the announcement has no great importance, except that it gives a specious air of virtue to about the most hypocritically venal collection of papers on this planet. (Of course there are exceptions to this judgment, but taken by and large it is not very likely to be applied to anyone who doesn't deserve it.) Religious papers have sometimes funny fads about what they will and will not insert—though my impression of the English ones is that most of them would do a great deal for money. A patent medicine advertiser whom I knew very well had the good fortune to cure a lady whose sickness had progressed so far that she had been publicly prayed for in church. She recovered, but one of the religious papers objected to the prayers being mentioned in an advertisement which recorded the otherwise agreeable facts of her cure. I believe that Mr. Godfrey-Turner's excellent men's monthly, called *Fashion*, used to refuse tailors' advertisements—a rather strange restriction, based on the fact that the paper is kept in the show room of every self-respecting tailor in England (as it certainly is) and that it would be unfair that its subscribers should be compelled to advertise their competitors. However, this restriction is now removed.

\* \* \*

These are examples of censorship all more or less individual. The general question of responsibility is wider, and all self-respecting newspapers exercise discretion in their acceptance of advertisements. (For the purposes of the present article it may be assumed that the papers which publish veiled abortionist advertisements have no self-respect.) But it may be pointed



out that rigor in censorship is rather a two-edged sword. A newspaper that is very strict—strict like the *Youth's Companion* or the *Ladies' Home Journal*, to cite American examples—incur a far greater responsibility for what it does print, than a journal which is known to be lax and which leaves its readers to protect themselves by the ordinary rules of careful living. I mean that a "fake" advertisement which found its way into either of the two publications I have named would do a lot more harm there than if it went into a dozen ordinary publications of equal circulation (supposing these to exist) precisely because the *Ladies' Home Journal* people and Messrs. Perry Mason & Company are known to be very particular about what ads they accept, so that the appearance of an advertisement in these papers gives it a sort of authority which would be very valuable to a fakir, if he could get it.

\* \* \*

I am moved to this disquisition partly by the intrinsic interest of the subject and partly by the fact that a rather "brash" line of patent medicine advertising in this country has lately been adorned by the alleged testimonial of an English baronet, whose name, being sought in the usual lists of such people, did not appear. Letters addressed to the great man, tenderly inquiring about his restored health, were also returned by the postoffice marked "not known." On fuller investigation, it turned out that the baronetcy named is extinct, but is claimed by a person, presum-

ably the one who gave the testimonial, who, however, has not succeeded in getting the king to recognize his right to it. Now I think this is a case in which newspapers might reasonably be expected to protect their readers. I quote this as an example of such a case. When a portrait and the statement of an alleged nobleman, occupying pages or half pages of space, are advertised in a reputable paper, readers (who probably don't keep a "peerage and baronetage" book at their elbows) have surely ground for complaint against a newspaper that does not take the elementary precaution of looking up one of these lists to ascertain if it is being made the vehicle of misrepresentation or not. To be a nobleman and to claim to be one are obviously two different matters.

#### AN ADAPTABLE SHOE SALE IDEA.

Select from your stock all left-over and out-of-date shoes. When you have your department renovated completely, divide them into two lots and figure out some price you can feel satisfied with. When you have at last settled on some price which is so low that it seems as if the first man that lays eyes on them will grab the bunch, just double your figure and advertise. Display them on tables with a large show card on each. Then advertise in your local paper. Only advertise your lowest priced shoes. With each and every sale from your regular stock amounting to \$3, give a pair of shoes from your lower priced table.—*Chicago Dry Goods Reporter*.

THE old fallacy that advertising will make a success of any article has long since been exploded by actual tests, and the man with money to expend in extensive advertising knows that to succeed his goods must possess genuine merit. The average purchaser is also cognizant of these facts.—*Progressive Advertiser*.

## THE NATIONAL CAPITAL.

The only daily paper in Washington allowing an investigation of its claims by the representatives of the Association of American Advertisers, and the only daily paper of Washington furnishing a sworn affidavit of its actual circulation, is the *Evening Star*. It goes into 15,000 houses in Washington, where no other daily paper of that city is read, and it is taken regularly by more than 15,000 other residents, in addition. This is more than DOUBLE THE CIRCULATION of any other paper within the city.

M. LEE STARKE, Representative,  
Tribune Building,  
NEW YORK.

Tribune Building,  
CHICAGO.

## PREACHMENTS.

Hardly anyone has made a failure of little human business talks printed in plain body type—hardly anyone who made them readable, at least. They are potent for the daily advertising of Rogers, Peet & Co., and are capable of attracting readers every day when made the regular feature of a daily paper. They have been used years upon years by Macbeth and Scott's Emulsion in mediums that are not read so regularly. Of all advertising that appeals to business men and makers of advertising they are most effective. You may see Macbeth's ad only once in the month. But do you ever neglect to read it?

Isn't it rather strange, then, that so many advertisers will insist upon filling good space—space that is only waiting decent treatment to become highly profitable—with matter that has no human or earthly interest, couched in sentences that are as old as the hills, and printed in seventeen styles of type, no single one of which was ever meant to be read at all? Is it strange? Or is it criminal waste of money?

Is there an advertising method in all publicity that permits of the telling of a story so attractively—or in so little space? Is there one that lends itself so readily to the expression of the writer's personality? Is there one that carries so much conviction? Is there one that makes willing readers instead of unwilling? Do you know of any advertiser using little human preachments whom you wouldn't trust implicitly?

When an advertiser tells you that he is "inaugurating a tremendous sacrifice sale of phenomenal values at unprecedented prices" you are not impressed. You can look at a sentence like that in a daily paper, and it will absolutely refuse to convey any tangible idea to your brain. It is there in print, out you don't see it. If you do see it you are doubtful. Usually it is the sentence of an advertiser who twines it around an old wood-cut of his trade-mark, or who boxes it up with inverted rule and sticks

it in the middle of a solid nonpareil harangue, which looks like the first chapter of a Scotch theological treatise.

But the human little preachment—how different! You see that in a whole page of ads—in a whole newspaper—even though it is only two inches single. It speaks humanly. Instead of the incarnated spirit of business avarice shrieking for your trade it is the voice of a sort of big brother, who is in business and wants you to profit by his knowledge of his goods. Instead of an egotistical treatment of things from the advertiser's standpoint, it is a human little preachment upon the things that are good for you. That's a big difference. When the preachment advertiser has a soap-box full of "unprecedented bargains" he doesn't begin to talk about the money he is going to lose upon them, but rejoices that his readers are to have a chance to save a dollar or two. Isn't that a wide distinction? And he rejoices humanly. "Now, see here, friends," he says; "I'm caught with quite a raft of last summer's unprecedented values. They're good unprecedented values, and unless you tell people, they'll never know that they were not made for this summer's wear. I'm going to close 'em out—understand! Close 'em out by Saturday night. I won't make anything on them at all—lose a dime or so, as near as I can tell. What you save on, say six of them, ought to buy you enough ties to last until snow flies. And speaking of ties—"

That style of advertising needs no wood-cut of the advertiser's trademark. It is a trademark that no wood-cut can improve. The advertiser need not swear that he is telling the truth. The human quality carries conviction. And it needs no crafty display, for the plainer its dress the more it will attract.

Isn't it strange that so few advertisers use preachments?

ADVERTISING alone will not make a millionaire of any man. It is a pinch bar with which a live, hustling man may make a business move with little perceptible power.—*Business Problems.*

According to a statement compiled by the Cleveland *Plain Dealer*, the Cleveland *Press* carried  $46\frac{3}{4}$  columns more paid advertising during the month of April, 1902, than was carried by any other Cleveland newspaper (including the large Sunday issues).

The exact number of columns of paid advertising printed in each of the four Cleveland newspapers shown by this compilation, after deducting  $80\frac{1}{2}$  columns of legal printing from the *Plain Dealer*, are as follows:

Cleveland <i>Press</i> (Daily, no Sunday), . . .	$1,350\frac{1}{4}$ cols.
Cleveland <i>Plain Dealer</i> (Daily and Sunday),	$1,303\frac{1}{2}$ "
Cleveland <i>Leader</i> (Daily and Sunday), . . .	$902\frac{3}{4}$ "
Cleveland <i>World</i> (Daily and Sunday), . . .	$607\frac{3}{4}$ "

This is a splendid showing for the Cleveland *Press* as will be noted. The *Press* is only published six days a week, while the other Cleveland newspapers publish seven.

The Cleveland *Press* shows a gain of  $350\frac{1}{4}$  columns of paid advertising for April, 1902, over April, 1901.

The other three papers of the Scripps-McRae League—the St. Louis *Chronicle*, the Cincinnati *Post*, the Covington, Ky., *Post*—are also showing wonderful progress in gains over previous years.

These four successful newspapers now have a combined daily average *bona fide* circulation of over 315,000 copies daily.

The progress shown by these papers demonstrates that advertisers are appreciating the attractive rate and large circulation offered by these desirable publications.

# ADVERTISING BENS DORP'S COCOA.

About seventeen years ago Stephen L. Bartlett of Boston began to import from Holland Bensdorp's Royal Dutch Cocoa. He had other domestic and foreign cocoas to contend against in the struggle for an American market. Mr. Bartlett advertised his goods in the various magazines and illustrated periodicals, but in spite of this fact his first year in business only showed \$20,000 worth of sales.

At present the annual sales have increased to over a million dollars, and most if not all of this great success has been accomplished by judicious and dignified advertising. For at no period of its publicity would Mr. Bartlett allow any "hurrah" advertising connected with his goods. The cocoa is a high-class and comparatively costly article, the better class of patrons were sought and secured and the statements in the ads were conservative and modest and calculated to impress the thoughtful and intelligent.

From the first Mr. Bartlett's theory of advertising has been to take one territory and cover it thoroughly before spreading out.

In a conversation with Mr. C. E. Woodbury, advertising agent for Mr. Bartlett for the last ten years, he told PRINTERS' INK that, while formerly a great deal of magazine advertising had been done, much of it had been discontinued in favor of newspapers and other methods. The regularly adopted plan of advertising at present in practice by Mr. Bartlett is told as follows by Mr. Woodbury.

"We believe that, in order to introduce any kind of food product to the public, it is to the advertiser's interest to distribute samples generously. With a really genuine article this is the best kind of advertising. It would be of little or no use, however, if the article were not really meritorious. We have a handsomely appointed wagon drawn by a team of horses, and a staff of six uniformed young men travel with the team, distributing samples from house to house, and when the door is opened

the young man respectfully lifts his cap and politely hands the sample of cocoa, expressing a hope that it will be given a trial. The sample contains enough to make cocoa once for an ordinary family of five persons. It is seldom or never refused, and it is never left in a letter box on doorstep, or in an empty house. Our samples are of value and they are distributed with the greatest care and consideration.

"This method has been followed all through the New England States and our sample distributors have twice gone with the wagon from Bangor, Maine, to Buffalo, N. Y., and returned. Long before they reached the smaller cities on their way we had advertised their advent in the daily papers at each place, naming the day they would arrive in town, and telling the householders to be on the lookout for the free samples of cocoa. From two to three days after the sample distributors have left the town, our drummer arrives and calls upon all the grocers—a list of which has been sent back by the foreman of the distributors—to see what kind of a demand has been created and take orders.

"Now one of the strangest things about this sampling business is that you cannot always tell at once what kind of results are going to follow the distribution. While we are satisfied that a large proportion of those who use the samples will afterwards buy the cocoa, it is a fact that the samples in many cases, are not tried that day, that week, or perhaps not for several months. We have one case on record where a lady who had received a sample nine months before, did not try it until near Christmas, and, finding it to her taste, ordered it from her grocer, mentioning how long she had had the sample in the house. With his next order he wrote us about the incident and I think it sufficiently curious to mention it here.

"We are not, consequently, much discouraged if there is not an immediate demand for the cocoa after the samples have been distributed.

"Perhaps it may interest you to

(Continued on page 18.)

Every Week, *almost* Every Day

# THE SAN FRANCISCO CALL

during 1901

printed more inches  
of displayed local ad-  
vertising than any  
other San Francisco  
morning paper.

*That's because it  
brings Results.*

JOHN D. SPRECKELS, Proprietor



Some Eastern Advertisers  
know a good thing when  
they find it. Read these  
1901 comments:

C. A. RUCKER, Swift Specific Co.  
—"Our first principle is, by investigation,  
to select such mediums as we believe will  
reach the people and draw trade, then, if  
the price is in keeping with their strength,  
The CALL has satisfied me in all these  
directions." Mr. Rucker closed a two years' contract with the CALL.

JOHN LEE MAHIN.—"I am glad to note that the CALL makes a  
sworn detailed statement of its circulation, and that it offers every facility to ad-  
vertiser and advertising agent to verify its claims in every particular. \* \* \* I  
do not see how it is possible for the general advertiser to take up San Francisco  
and ignore the CALL."

J. L. STACK.—"Its drawing qualities have surprised me beyond ex-  
pectation."

Circulation guaranteed in excess of

**60,000** Copies

Write for  
Advertising  
Rates

STEPHEN B. SMITH, 30 Tribune Bldg., New York  
C. GEORGE KROGNES, Marquette Bldg., Chicago  
W. S. LEAKE, Manager, San Francisco.

know that this sampling scheme in its entirety costs us close on to a thousand dollars a week. The young men distribute on an average \$50 worth of cocoa daily. As you see, they stop with me at the best hotels, so that I have them constantly under my supervision. One of them has been with us six years, another four years, and so on. They have grown familiar with their work and like it. They have a neat uniform, live well, are well paid and, I may say with a degree of pride, they are totally different from the class of young men often found filling similar positions. They are all good fellows from a moral standpoint, and they carry with them the Y. M. C. A. cards, so that wherever they may be they visit the Association rooms and partake of all the privileges of the local organization. Every one of them is absolutely reliable."

"Mr. Woodbury, what is the special claims you make for Bendsdorp's Cocoa—in what particular does it differ from the other cocoas on the market?"

"We claim that Bendsdorp's Dutch Cocoa is so absolutely pure that only half the quantity is needed that is used of other brands, and that stronger and better cocoa will be the result. Moreover, there is no sediment whatever left at the bottom of the cup—every particle of it is soluble and enjoyable. Moreover, the cocoa butter, or fatty part of the bean—the chief objection—is entirely eliminated. So far as our advertising is concerned we have never made the claim in it that ours was the best of all cocoas, but we have had occasion to use the words of our customers who claim that it is the best."

"You say, Mr. Woodbury, that you used to try the magazines and now use the newspapers almost exclusively. Have you done any street car advertising?"

"We have. Even here in New York City we have done a lot of it and also throughout New England. It may have been one of the elements that have contributed to our success, but I do not think much of street car advertising by itself."

"We have paid particular attention to the pure food shows and exhibitions in this and other cities. We believe thoroughly in the practical demonstration of the merit of its worth. In these exhibitions we have had one or more female demonstrators to make and offer the cocoa in cups to visitors. At such times we also give a sample to be taken home and tried there."

"When you reflect that the great bulk of people are, from habit, tea and coffee drinkers, and that there are many brands of foreign and domestic cocoa already on the market, you will understand that to advertise this brand of cocoa successfully is by no means an easy matter, more especially as it is one of the highest priced brands."

"Now tell me something about advertising literature that you send out."

"It consists largely of folders distributed with samples and a series of twelve pictorial postal cards, one of which is inclosed with every tin. You have read of the colored pictorial postal cards which were such a success on the European continent during the past few years. They were largely kept as souvenirs and people used to make a collection of them. I believe that gave us the idea of getting out a series and using them as advertisements. Our pictures all pertain to the village in Holland where the cocoa comes from, and they can be mailed anywhere in this country for one cent and to foreign countries for two cents. They are inexpensive but we find they are much admired and are often mailed by friends and relatives to each other. The more eyes see them the better for us, of course."

"Are you a reader of PRINTERS' INK, Mr. Woodbury?"

"I have been for many years. Perhaps I might attribute much of our advertising success to that fact. I know that I have received many valuable pointers from it and the good advice it gives has often saved me from making mistakes. I do not know of any publication that is so valuable—so indispensable, in fact, to the advertising man."

# Over 50,000 Copies

## THE Newark Evening News

Has Passed the 50,000 Record in Circulation.

Its field includes the most prosperous section of NEW JERSEY—NEWARK, The Oranges, Montclair, Arlington, Harrison, East Newark, Kearney, Bloomfield, Watsessing, Chatham, Summit, Madison, Morristown, Dover, Washington, Passaic, Paterson and every town in the northern part of the State. It is a high-class two-cent newspaper.

## THE Newark Sunday News

is just one year old and is rapidly increasing in circulation at the popular price of two cents.

### CIRCULATION STATEMENT.

Detailed statement of the NEWARK EVENING NEWS for the months of January, February, March and April, 1902.

**49,738 Copies Average Net.**

DAYS.	JANUARY.	FEBRUARY.	MARCH.	APRIL.
1	* * *	48,767	49,694	50,214
2	47,712			50,489
3	47,730	49,260	53,112	51,668
4	47,464	49,381	52,751	50,503
5		49,438	50,434	49,859
6	47,977	49,217	50,286	
7	48,230	49,309	50,125	50,623
8	47,983	48,699	49,666	50,250
9	48,213			50,712
10	48,159	57,801	50,530	50,393
11	47,890	51,049	50,421	50,471
12		49,015	50,255	51,018
13	48,015	49,435	50,127	
14	48,574	49,511	50,010	50,459
15	48,505	49,150	49,782	50,546
16	48,513			50,522
17	48,412	47,630	50,250	50,482
18	48,019	50,050	50,097	50,187
19		49,785	50,072	49,739
20	48,644	49,747	50,243	
21	50,326	49,824	50,023	50,233
22	48,515	47,484	49,638	49,882
23	49,649			49,936
24	48,919	50,357	50,219	49,898
25	48,752	50,215	50,264	51,050
26		50,282	50,161	49,674
27	49,400	50,300	50,153	
28	48,938	49,680	49,697	50,229
29			49,585	49,957
30	49,049			50,145
31	48,733		50,050	
NET TOTAL.....	1,261,265	1,195,386	1,307,555	1,309,148
Net Monthly Aver., 1902	48,510	49,808	50,290	50,352
Net Monthly Aver., 1901	45,728	46,079	46,318	46,232
Gain Over 1901....	2,782	3,729	3,972	4,120

Actual Net Circulation During January, February, March and April, 1902, 5,073,354.  
Daily Average, 49,738 Net. \*\*\* New Year's.

[S] Samples, waste, unsold and returnable copies not included in this statement, which is the actual net circulation.

Total Run During January, February, March and April, 1902, 5,359,048.  
Daily Average, 52,539.

State of New Jersey, County of Essex, ss.: WILLIAM P. HENRY, being duly sworn, deposes and says that he is the Business Manager of the NEWARK EVENING NEWS, and that the above given statement of the actual net circulation of the NEWARK EVENING NEWS during the months of January, February, March and April, ending Wednesday, April 30, 1902, is true.

[L. S.] Subscribed and sworn to before me this Third Day of May, A. D. 1902.

WM. P. HENRY.

CHAS. F. DODD, Notary Public.

M. LEE STARKE, Manager General Advertising,  
TRIBUNE BUILDING, NEW YORK. TRIBUNE BUILDING, CHICAGO, ILL.



## SYMPTOMATIC ADVERTISING.

Medical advertising is a distinct and separate department of publicity. The qualities which make successful department store advertising would serve no purpose in producing result-producing medical advertising.

To prepare any kind of advertising it is necessary that the writer have a very clear conception of the class of people towards which it is aimed; that he must understand their likes and dislikes, their desires; he must think for them without letting them know it.

The writer of successful advertising is adroit, his arguments are alluring, if you please; he knows he must convince against the will. So what does he do? He searches for some vulnerable point, some phase of the subject that is sure to interest the person or persons whose patronage is sought. Featuring this point in a headline or an illustration the successful advertising writer carries the reader along by means of interesting (to him) argument, anticipating, by answering in advance, every possible objection that could be raised until he is convinced and buys because he finds that the advertisement agrees with his ideas and coincides with his views or feelings.

However facile a man may be in the matter of expression, unless he is skilled and experienced in studying and watching the causes and results and treatment of disease and sickness his pen will be woefully weak as far as conveying adequately his ideas to the sick and suffering.

On the other hand mere technical knowledge of disease and medicine and actual experience in treating them render a man no more fit to prepare advertising that will interest the sufferer or his friends than it fits them to translate the Koran.

The man who writes medical advertising must possess a double faculty—a knowledge of the conditions gained from actual conduct and technical understanding and the somewhat rare ability of giving to his words an advertising value or power that makes purchasers.

For the most part, medical advertising should be symptomatic; that is, it should talk about symptoms rather than the disease itself. People recognize symptoms long before they will disease. For instance, a man who suffers with a backache will be interested in something offered to cure backache, while the claim that your medicine would cure inflammation of kidneys might not interest him at all because he recognizes his trouble only through its symptoms.

The best medical advertising is that which best portrays symptoms.

Some medical advertising is hideous and frightful to read, but it secures results in a way, because it frightens an easily influenced reader into believing that he has one or more of the terrible diseases described. Such advertising is not the sort on which to build a permanent success in these days. For instance, with each disease, which the remedy advertised is claimed to cure, a list of false symptoms are given under the heading "Do you feel like this? If so you have Bright's Disease in its worst form." In the list of symptoms will be mentioned conditions which are likely experienced by persons in perfect health, and it is wrong and a falsehood to catalogue them in this manner.

Successful medical advertising is a study, and so many remedies are before the people that it requires very ingenious handling indeed, as well as a pretty correct knowledge of existing conditions to evolve a plan that will even result in getting the public or the sufferer to try a new remedy.—*Mail Trade Ideas.*

THERE is a whole lot in attuning the language of your advertisement with the object advertised. In advertising a railroad along a scenic route there is no need for gushing or wild rhetoric, but a few well-chosen and moderate words in description should serve well. An advertisement of tombstones or coffins should be couched in severely dignified terms. On the other hand, in advertising pickles, or toys, or edibles of almost any kind one has very wide latitude.



The diploma of

GRAND PRIX

Awarded at

The Paris Universal Exposition

of 1900

Has been received by

THE

AMERICAN NEWSPAPER

DIRECTORY

## MAJOR KRAMER AND SUBSTITUTION.

The Sterling Remedy Company, proprietor of "Cascarets," is sending the following warning notice to retail druggists throughout the country. It is printed upon a large card which bears fac-similes of the genuine tablet and the fraudulent, of two dangerous imitations of boxes and tablets recently suppressed in the United States Courts, and the decisions of Judges Wing and Jenkins, who enjoined them. The whole statement is fair, clear and vigorous, and if carried out with discrimination by the energetic Major H. L. Kramer, will undoubtedly do much toward giving pause to the whole tribe of counterfeits, substitutors and frauds.

### SPECIAL WARNING!

The Sterling Remedy Company, originators, owners and manufacturers of Cascarets Candy Cathartic, hereby notify the drug trade that, on account of numerous cases of imitation, infringement and unfair trade competition, they have been compelled to organize a Legal "Defense" Department, for the purpose of aggressively prosecuting and bringing to justice all persons guilty of manufacturing or offering for sale: 1. Any preparation under the name of "Cascarets" or any name similar thereto in sound or appearance or general character. 2. Any preparation under the name "Candy Cathartic," by itself or in combination with other words, or any phrase or words similar thereto. 3. Any cathartic preparation put up in a round-cornered lithographed metal box resembling in form, color or general appearance the boxes used in packing and marketing Cascarets. 4. Any cathartic preparation made in the form of an octagonal tablet of the size and shape of Cascarets, or any form, generally, or even approximately, resembling Cascarets in appearance. The rights of ownership in these characteristics of Cascarets Candy Cathartic have been fully established by two of the most learned equity judges in America, in the very first two cases brought and won by our Legal Department. We ask all fair-minded and just business men, advertisers, and especially those in the wholesale and retail drug trades, not only for our direct or exclusive benefit, but for the promotion of commercial integrity at large, and the safeguarding of the earned and paid-for results of advertising, to notify us of any instances of imitation, substitution or unfair competition along the above lines that may be encountered in the regular course of business. We'll do the rest, and, what's more, we will, in turn, give our earnest assistance and the benefit of all discoveries in our campaign of thorough investigation, to those interested and entitled to the just deserts of their commercial activity and

enterprise. All honorable, honest and respectable business men will, we know, give us their indorsement and aid, and we stand prepared and are inflexibly determined to put out of business those who are not honorable, honest and respectable. If we must fight for the just results of our energy, enterprise, investment, work (while others slept) for seven years, we will fight with the same vigor, sleepless vigilance, and unstinted vital force in defending our rights, as we did to establish them.

The worst and most dangerous form of fraudulent substitution is not that adopted by Gorey or the Spermine people by imitating nearly all the detail of the Cascarets package. Pharmaceutical manufacturers of good repute, and supposed to have a standing of commercial integrity, have recently engaged in the unwarranted practice of offering for sale "Cathartic Tablets" or "Cascara Tablets," closely resembling Cascarets in form and color of tablet and general appearance, as shown here by fac-similes of the tablets contrasted. They sell this stuff in bulk, in boxes, in bottles, pointing out the greatly increased profit the retailer can make by dishonestly selling this bold imitation, tempting the cupidity



The Imitation  
"Bulk" Tablet.



The Genuine  
Cascaret Tablet.

of those with easy consciences, and practically placing a premium on substitution. We are rapidly collecting evidence in a number of cases where the "bulk tablets" have been deliberately substituted when Cascarets were called for, and we have taken the first step toward stopping this practice by due process of the law. Many retailers no doubt are themselves deceived by misrepresentation of traveling agents, and we hereby give them friendly warning not to stock any bulk tablets shaped anything like Cascarets, because we are determined to stop this form of fraud. The retailer who has been deceived into placing this imitation in stock should return his stock to the manufacturer at once and demand the return of his money. We will back up such action as a matter of protection for the trade at large.

It may be argued that the bulk tablet here shown is not exactly like Cascarets. That's not the principle in the law. The Sterling Remedy Co. was the inventor of the "Candy Cathartic" in tablet form, and adopted this particular form which has become part of the trade-mark. If any other person engages in this business he has no right to see how nearly he can make his goods look like Cascarets without actually counterfeiting, but it is his duty to keep as far off as possible. Paraphrasing the words of Judge Wink: "Unless they intended to profit by the fame of Cascarets they have gone to extraordinary pains in

imitating the Cascaret tablet to no purpose. If they intended to build up an honest trade for themselves they have much limited their chances of success by starting out with a tablet so similar to Cascarets." They might have made their tablets round, or square, or oval, or triangular, or heart-shaped—there's no limit to the possible variety of shapes—but they selected a shape so nearly like Cascarets as to lead to many cases of confusion. It was not necessary for them to use this shape, therefore their doing it is evidence on the face of it that they expected to profit, and do unlawfully and unfairly profit by the Cascaret publicity we bought and paid for.

When our advertising sends a customer into a store to ask for Cascarets, we have bought and paid for his patronage, we have solicited his trade and have borne the selling expense. The honest retailer recognizes this fact and hands out Cascarets Candv Cathartic, doing what's right, pleasing his new patron, and feeling kindly toward his friend and co-operator, the advertiser, who brought him new business. But the dishonest one, who tries to sell our customer something else, is stealing our customer, picking our pockets, and is guilty of that meanest of all crimes—ingratitude. Fortunately, in the long run, his trade will "get next" to his crooked work of unfair substitution, and he is bound to lose the confidence of the people, which is providential punishment.

We do not, however, intend to wait until his boomerang hits him, and his iniquity visits its self-engendered punishment in its natural course, but will make retailers of imitations, infringements, substitutes, counterfeiters, party to our legal actions against the manufacturers of fakes and frauds. We want the friendship and support of every retailer in America, and will do anything in reason to get it and keep it. We feel as if we were entitled to it and offer the hand of friendship and honest co-operation in return. We think our appreciation of, and kindly feeling toward the retail drug trade have been shown in a practical, cold-cash way, over and over again, in the course of years. It is a shame that the reputation for high principle of the whole legitimate fraternity should be marred by the existence of trade anarchists who recognize no law—ethical or moral. Such will be brought to time and we expect the assistance and applause of the drug trade for doing it.

We repeat our special warning and advice to all retailers to return to the manufacturers all "bulk" tablets, or other imitations of Cascarets, and demand a return of purchase money.

WHERE the dealer supplies his customers with the article which they desire, he is not responsible should they not be entirely satisfied, but should he talk them out of the goods they desire, and substitute another article, it is up to him to square the matter, should the substituted article not give satisfaction. Moral: I pay best to supply meritorious articles that are extensively advertised.—*Progressive Advertiser*.

## The Pittsburg Times

Mr. George P. Rowell, proprietor of the American Newspaper Directory and PRINTERS' INK, in speaking of the Pittsburg Times, said:

"It is the one morning paper having the largest circulation in Pittsburg, which as a center of population occupies a position held by no other American city, with the exception of New York, Philadelphia and Boston. This is a surprising statement, but true, nevertheless."

Mr. Rowell, with his many years' experience as a compiler of newspaper circulations, must be recognized as being competent to pass judgment on the worth of a newspaper as an advertising medium. The foregoing statement was unsolicited, being absolutely voluntary on his part, and is certainly one of the highest compliments ever paid the Pittsburg Times.

Circulation over 65,000 daily.

## The Hartford Times.

THE HARTFORD TIMES has the largest circulation of any daily paper in the State of Connecticut although it is sold for three cents and the other Connecticut dailies having the next largest issue are sold for one cent. THE HARTFORD TIMES is a bang-up good paper and has been so for a generation.—*Editorial in Printers' Ink*.

**A Saw-ny of Atkins Saws.**

INSCRIBED TO YANKEE DOODLE'S GREATEST SAW CONCERN

BRANCHES  
MEMPHIS, TENN.  
NEW YORK CITY.

**E.C. ATKINS & CO.**

FACTORIES  
INDIANAPOLIS, IND.

BRANCHES  
PORTLAND, ORE.  
MINNEAPOLIS, MINN.  
ATLANTA, GA.



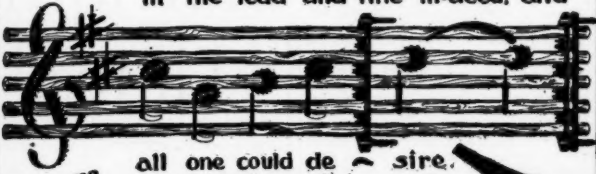
Atkins Saws, they sell because they're  
Atkins Best in ev'ry test, have



made to suit the buy - er, They're  
never been a los - er, They're



polished bright, the price is right, they're  
in the lead and fine in-deed, and



all one could de - sire,  
always please the user.

WRITE FOR  
CATALOG  
& PRICES.  
CORRESPONDENCE SOLICITED

**ATKINS ALWAYS AHEAD**

REPRODUCED FROM THE "IRON AGE"—THE BEST TRADE PAPER IN AMERICA.

# ADVERTISING IS LETTING PEOPLE KNOW.

The problem of the advertiser is to attract attention—favorable attention, of course.

Soap may be for sale at five hundred groceries in the same city, yet it is entirely possible for one grocery to entirely outstrip every competitor in sales

for this one kind of soap through advertising alone.

He does so because he attracts public attention. People may have every reason in the world to think that the other four hundred and ninety-nine keep that soap, but they know that Mr. Advertiser keeps it. That's the difference.—*Business Problems, Battle Creek, Mich.*

## FOLLOW-UP SYSTEM FOR REAL ESTATE DEALERS.

The inquiries received by real estate dealers should be just as carefully and systematically followed up as the inquiries of any other business. The most successful real estate concerns are those who have made it a point to follow-up each and every inquiry to the end. The success of any business depends upon how the opportunities for doing business are observed. When an opportunity presents itself for selling or renting a piece of property, the dealer should follow up the prospective customer persistently until a deal has either been made or a reason is evident for dropping it.

A simple and effective system for following up prospective business in a systematic manner, is to enter on a card the name and address of the party inquiring, and information as to the kind of property wanted, the locality desired, the price and terms, and general information as to his character and financial standing; also as to the character of the family.

It very often happens that a real estate dealer wishes to "boom" a certain section of the town and desires to secure only the better class of residents for that section. For this reason it is quite essential that the dealer should know something of the desirability of the family. Unless something is known as to their general character, it very often happens that undesirable residents become settled in the locality, thus lowering the value of the property for desirable families. All these features it is quite necessary that a dealer should know, and the card system offers an easy means of recording them.—*System.*

## ADVERTISING AND SALESMANSHIP.

Salesmanship, like advertising, is directed to influence the minds of people; to making others think as you desire of goods that you have to sell.

The function of the salesman and the advertisement is peculiarly similar, yet, as a selling factor, each has a particular value. The advertisement goes a step farther than the salesman, however, in that it reaches the consumer as well as the dealer. The advertisement casts its influence upon the dealer in a general way and the moment it is potent enough to create a demand by the consumer, it indicates the dealer's buying policy.

All available data shows that salesmen who have utilized the argument that advertising gives them of certain demand, independence of competitive conditions and prices, distance their rivals who use the lever of price alone.

Like the salesman, the advertisement must have a definite end in view, must be logical, must be dignified, must skillfully present the wares for sale, must anticipate the conditions of the prospective buyer and must be as brief as possible consistent with thoroughness.—*The Mahin Method.*

Don't think other people know as much about your goods as you do.—*The Mahin Method.*

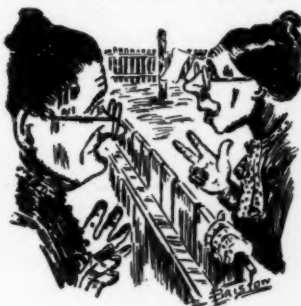
## A WARNING.

With the daily increasing importance and necessity of advertising, there has come upon us a flood of trashy mediums and poor advertising matter, weakly conceived, ignorantly prepared, and ill-judgedly disseminated, calculated to discourage the honest advertiser and disgust the consumer. Advertising suffers more than it should through this trash. It bears a lesser ratio to the decent bulk of the business than gamblers and thieves do to decent society.

A prospective advertiser has but to appear on the business horizon to be deluged with circulars from so-called advertising writers and experts, most of them so crude as to repel the least informed recruit in the mercantile ranks. Old-fashioned methods, poorly chosen language, and tasteless make-up characterize the "literature" with which this army besieges its prey, an army composed of men who, in many cases, have been for a few weeks or months in the offices of advertising men of skill and position, and have left them for the office's good. To "have an idea" seems the sum total necessary to enter the field and to justify the wide assertion, "I make advertising pay." It would be pitiful, if it were not alarming, to see the confidence with which these men send out their offers to "Increase your business," "Reconstruct your methods," or "Bring your advertising up-to-date"—suggesting ways and means which are the veriest balderdash. The sad part of it is that the merchant or manufacturer is often very poorly equipped by education or experience to measure the real capacity of these "Reconstructors," and permits experiments which injure both the advertiser and the advertising art.

Advertising men of reputation and position realize that never before in the history of advertising has there been so great a need for advertising writers of the better grades, in order to neutralize the effect of the trash that is being forced upon the public, but while variety impels, and credulity invites, blind fools will lead other fools, and both will fall into the ditch.—*Fame.*

## WHAT PUBLISHERS ASSERT.



"ALWAYS GETS THE NEWS FIRST."

## IN PITTSBURG.

PITTSBURG, Pa., May 14, 1902.

*Editor of PRINTERS' INK:*

The Pittsburgh Dispatch having published a number of exaggerated claims about its advertising patronage and circulation, it became necessary for the Press to publish on May 6th a card giving the real facts.

The following are the figures of advertising published during the six months ending April 30th in the Press and the Dispatch: Press, 299,911 inches; Dispatch, 228,307 inches; Press exceeds Dispatch, 71,604 inches.

The sworn net circulation of the Press is so far in excess of that of the Dispatch that there is no comparison.

The circulation books, press room, and all means of ascertaining the correct bona fide circulation of the Press are open at all times to those interested and particularly to the advertisers, both local and elsewhere.

We believe the circulation of the Press daily to be double that of the Dispatch. If the Dispatch will open its books to the auditor of the American Advertisers' Association, and prove to the contrary, the Press will donate \$1,000 to any charity it may designate.

The Dispatch has not accepted our offer.  
H. C. MILHOLLAND,  
Business Mgr. the Pittsburgh Press.

## TO THE A. A. A.

DES MOINES, Iowa, May 15, 1902.

*Editor of PRINTERS' INK:*

As a representative of a newspaper whose circulation was examined in January by the Association of American Advertisers, we heartily commend and hope for the adoption of the suggestion made to that body in your letter of Feb. 4th. Your directory should be furnished with all facts at their command that do not violate confidence and to which the newspapers themselves make no objection. The Association of American Advertisers' rating would be a stamp of honesty and merit similar to your bull's eye rating. It would give such papers a preference with advertisers and that is the avowed purpose of the Association of American Advertisers. Furthermore, newspapers that make affidavits of circulation and refuse to have them verified when the auditor makes a personal call upon them should have some sign of disparagement showing that fact.

DES MOINES DAILY CAPITAL.

Per Lafayette Young, Jr.

## VERILY!

READING, Pa., May 14, 1902.

*Editor of PRINTERS' INK:*

I have back numbers of PRINTERS' INK, all in good condition, as follows: Issue of 1891, all except Jan. 14, 21 and 28; Feb. 11 and 4; March, 4; April 1. Issues 1892, complete. Issues 1893, complete. Issues 1894, Nov. 21st missing. Issues 1895, Jan. 16 missing.

If anyone is interested in the purchase of the above lot I will give them for \$10. Think verily they are a bargain.

Very truly,  
W. E. KRUM,  
Manufacturer of Choice Cigars.

## A "PRINTERS' INK" FAMINE IN NEW ZEALAND.

WANGANUI, N. Z., April 24, 1902.

*Editor of PRINTERS' INK:*

I wish to have several volumes of PRINTERS' INK bound, but find I am the following numbers short: April 18, 1900, No. 3, Vol. 31; Nov. 21, 1900, No. 8, Vol. 33; Nov. 28, 1900, No. 9, Vol. 33, Dec. 5, 1900, No. 10, Vol. 33; Dec. 12, 1900, No. 11. Vol. 33.

I should be very thankful if you would kindly post me the missing copies, stamps for which I inclose.

PRINTERS' INK has been of more than ordinary value to me, and I cannot do better than bind all volumes, and hand them over to my children.

One improvement in the Little Schoolmaster I should much like to see, viz., an index for each volume. I believe this would be much appreciated by subscribers.

Trusting you will oblige, and thanking you in anticipation, I am  
Yours respectfully,

GEO. W. HEAN.

## IN SCHENECTADY.

"THE UNION,"

Schenectady's Leading Newspaper.

SCHENECTADY, N. Y., May 19, 1902.

*Editor of PRINTERS' INK:*

I have received a postal setting forth how the Des Moines Capital frequently quotes from the Little Schoolmaster.

This is a custom that I have followed here in Schenectady ever since I have owned the Union and readers of the Union find on the last page each day a paragraph quoted from PRINTERS' INK containing something pertinent to the advertising business.

I find PRINTERS' INK to contain valuable suggestions to publishers and advertisers.  
Very truly,

JAMES H. CALLANAN,  
Editor and Publisher.

## MR. HOFF OUGHT TO ADVERTISE.

CEDAR RAPIDS, Iowa, May 12, 1902.

*Editor of PRINTERS' INK:*

We are preparing to put in a course in adwriting and would like to have you if possible put us in touch with some of the best adwriters that you may happen to know. We want the best talent that can be had and are willing to pay for services rendered.

Please advise us also relative to some high authorities on proof reading. We intend to take up a course in this also.

A. C. HOFF,

Pres. Inter-State Correspondence Inst.

No one ever knowingly wrote or said an untruth about anyone who did not suffer from self-inflicted punishment, resulting directly from this untruth; and it applies equally well to untruthful advertising.—White's Sayings.

No sane man will risk sinking a large advertising appropriation in order to save a small amount on the make-up of his article. Extensive advertising stands for excellence of the article advertised.—Progressive Advertiser.

NOTES.

D. APPLETON & Co., New York, advertise their novel, "Heralds of Empire," in a tasteful little booklet.

R. J. SHANNON, 150 Nassau street, has been made New York representative of the *San Diego Sun*, San Diego, Cal.

THE Republican Club of New York City has issued a pamphlet containing interesting facts and figures upon immigration.

THE Hipolito Screen and Sash Co., Los Angeles, Cal., mails a folder that is not notable either for matter or typography.

THE *Northwestern Agriculturist*, Minneapolis, Minn., sends a half dozen views of its offices and workrooms in a neat envelope.

"Two Letters and a Moral" is a booklet from the Normal Drug Company, South Bend, Ind., in the style of the "Billy Baxter Letters."

THE new engraving and designing firm of Arthur Meyer & Co., 11 Chambers street, New York, sends out a neat circular announcement.

THE Klingman Furniture Co., Grand Rapids, Mich., issues a small catalogue of Dutch designs made by the Holland Furniture Co., Holland, Mich.

THE prospectus of the Northport Beach Resort, Northport, Mich., is a handsome 24 page booklet, filled mainly with fine beach and forest views.

MR. BARRODAILE R. MONTGOMERY has left the Chester (Pa.) *Times* business office, and taken a position as business manager with the Williamsport (Pa.) *Sun*.

THE *Evening News*, Saginaw, Mich., sends out a neat folder, wherein it appears that its average daily circulation for 1901 was 9,487, and for March, 9,856.

ON May 7 Mr. Embry Scott Watson, manager of *Town Topics*, died of injuries received by falling down an elevator shaft at his home, 17 West 26th street.

THE booklet of shoe cuts sent out by Clarence S. Nathan, engraver and printer, 11 Franklin street, New York, would have been helped by more description

and argument. It is likely to be mistaken for a shoe catalogue without prices.

THE International Time Recording Co., Binghamton, N. Y., mails a small folder which is well written, pointed and gotten up upon an unhackneyed color scheme.

THE Milwaukee *Sentinel* issues a handy little pocket schedule of the base ball games to be played during the summer by the American Association and Western League.

THE eleventh annual report of the Philadelphia Bourse is printed in a style that faithfully preserves all the best traditions of the country agricultural fair catalogue.

FROM the Hotel Low, Bradford, Vt., comes a neat circular setting forth the beauties of the Valley of the Connecticut and the advantages offered by the house to summer visitors.

ALLEN & HANBURY, Ltd., London, England, advertise their Byno-Hypophosphites and Byno Phosphates to the medical profession in a well written and neatly printed descriptive booklet.

THE Curran Company, Denver, Col., sends out a neat little booklet in which are given prices for various kinds of poster showings on its billboards in that city, its suburbs, Colorado Springs and Pueblo.

A BUSINESS MEN'S ASSOCIATION was recently organized at Potsdam, N. Y., for the purpose of promoting the industrial welfare of that town, developing its natural resources and interest capital in its advantages. O. H. Fay secretary.

THE American Tobacco Company, New York, issues a large catalogue of premium articles which it gives for "Sweet Caporal" cigarette box fronts. These premiums range from ice skates to summer clothing, and from pocket knives to office safes.

THE latest publication to enter upon the business of supplying a concentrated extract of the news is called *Everything*, and comes from Atlanta, Ga. It condenses the world's affairs into a few pages each month, and has the merit of being rather more alive and witty than some of its predecessors in this peculiar new field.

## TO AMBITIOUS ADSTMITHS

Apply by postal card for the pamphlet just issued, telling the conditions of the PRINTERS' INK prize advertisement competition, setting forth the terms and showing the fifteen most successful efforts thus far submitted, as well as the names and addresses of the adsmiths who have already gained the recognition necessary for a final consideration when the awards are declared. The pamphlet will be sent free to any address on application to

PRINTERS' INK, New York.



"Your share of \$200,000,000" is a bright little booklet from A. E. Dunn, Chicago, telling how advertisers can get part of this amount, which is spent annually by the readers of the *Epworth Herald*, *Northwestern Christian Advocate*, *Western Christian Advocate* and *Central Christian Advocate*.

BURRELLE'S PRESS CLIPPING BUREAU, New York, informs the Little Schoolmaster that an expensive album of clippings covering the Spanish-American war, which was sent to the Paris exposition, has not been returned, and that up to the time of the awarding of a diploma it was supposed that it had not reached Paris. The following exhibitors in group 3, class 13, of the Liberal Arts division, received the award of Grand Prix, but did not receive their diplomas until the first of May of the present year: Clarence M. Bowen, R. R. Bowker, I. E. Bowles, *Brewers' Journal*, Broadway Publishing Co., Brooklyn *Eagle*, *Brush and Pencil*, Bureau of American Republics, Burrelle's Press Clipping Bureau, Butterick Publishing Co., J. B. Campbell and Cassel & Co.

### Classified Advertisements.

Advertisements under this head two lines or more, without display, 35 cents a line. Must be handed in one week in advance.

#### WANTS.

THE TIMES-DEMOCRAT, Charlotte, N. C., leads all semi-weeklies in the State.

THE CHARLOTTE NEWS heads the list of afternoon papers in North Carolina.

COIN money adv'g. No capital needed. Plan 10c., cir. free. THE DEAN, 104 Cop. Sq., Boston.

WANTED—Good original short stories on approval. Address UNITED PLATE & PRINT CO., Canton, O.

SHORT stories wanted. Send MSS. on approval to THE UNITED PLATE & PRINT CO., Canton, O.

SITUATION wanted as newspaper circulator. Experienced on large dailies. References. Address "L. B. 2," New Paris, Ind.

MORE than 300,000 copies of the morning edition of the *World* are sold in Greater New York every day. Beats any two other papers.

IF you want a good position in either editorial or business end of a new paper, place your application with the NATIONAL EMPLOYMENT AGENCY, Box 304, Canton, O.

WANTED—Reliable person to solicit advertisements in New York, also one in Chicago and one in Boston. Liberal pay. TEACHERS' GAZETTE, Milford, N. Y.

MARRIED—Literary ability and business experience. Want cash buyers for offprinting: Business-bringing advertisements and booklets. ASTRY E. SCRIBE, P. O. Box 466, New York.

WANTED—Good hustler, with experience and ability, can secure half interest and management of the ARKANSAW TRAVELER, Chicago, on reasonable terms. Give full particulars.

WANTED—Country publishers can learn of a sure way to increase their circulation. No charge of any kind for the advice. Address THE AMERICAN LITERARY MAGAZINE, Lancaster, Pa.

WANTED—Bright, clever and original advertiser, or young man to learn the business—qualifications, originality, push and knowledge of mechanical matters. Address or apply Room 1308, 140 Nassau St., New York.

IF you knew of a young man with energy, experience and ability in advertising work who would come to work for you at a nominal salary until he had demonstrated his ability, would you write him? "WALDO," care of Printers' Ink.

\$10 IN cash will be given to the person sending the name that will be used for a tablet. It has proven to be a better health restorer than any tablet or pill now on the market. JOSEPH HODGSON, Mitchell, Ontario, Canada.

ALL-ROUND printer and writer, capable of producing an attractive, newsy paper, ad well written and displayed, wants position. California preferred. 29 years old and single. Address "COUNTRY," 182 Jessie St., San Francisco.

THE publishers of the Chicago *ISRAELITE* desire to engage the services of a bright Jewish writer to fill the position left vacant by the death of Dr. Julius Wise ("Nickerdown"). Address LEO WISE & CO., 34 Dearborn St., Chicago.

#### BUSINESS MANAGER OR ASSISTANT.

A young man, at present employed on daily, extensive experience, good record and A1 reference, desirous of changing location, would be pleased to receive propositions from any reliable paper. State salary and full particulars. "HUSTLER," care Printers' Ink.

CANVASSER wanted to sell PRINTERS' INK—a journal for advertisers—published weekly at five dollars a year. It teaches the science and practice of advertising, and is highly esteemed by the most successful advertisers in this country and Great Britain. Liberal commission allowed. Address PRINTERS' INK, No. 10 Spruce St., New York.

I WANT a position as advertiser and manager. I am 28 years of age—aggressive, tactful and resourceful. Experienced in many lines, both wholesale and retail—also in financial field. Clear, interesting and forceful writer. Familiar with publishing and agency methods. Excellent correspondent and organizer. Address "L. Z.," care Printers' Ink.

WANTED—Every advertisement writer to secure a copy of our book of ready-made advertisements. A veritable mine of suggestions and catchy phrases. Contains over five hundred examples of effective ads. Invaluable as a thought stimulator for advertisement writers. Sent postpaid on receipt of price, \$1. Address: GEORGE P. HOWELL & CO., 10 Spruce St., New York.

#### MANUFACTURERS SEEKING SOUTHERN TRADE, ATTENTION.

Open to engagement in U. S. A. A reliable, efficient office man and up to date accountant, thoroughly posted on credits throughout the South (now holding official position with one of the oldest firms in the South), desires an opportunity where ability will have more scope to develop and secure advancement commensurate therewith, prepared to secure and handle traveling salesmen, 34 years of age and married. To those interested, address P. O. Box 929, New Orleans, La.

#### CAPS.

DANBURY HAT CO., N. Y.  
Caps quick—any ad embroidered on.

#### COLOR PLATES.

CHEAP COLOR BLOCKS for catalogue covers, blotter designs, etc. MAIL CUT CO., Phila.

#### UNIFORM CAPS.

ESTIMATES and samples promptly furnished. DANBURY HAT CO., 24 Desbrosses St., N. Y.

#### FOLLOW-UP SYSTEMS.

PRINTED matter telling all about them free. THE SHAW-WALKER CO., Muskegon, Mich.

#### EDITORIAL WRITER.

WILL write editorials for any weekly for \$1 a week. THE DEAN, 104 Copley Sq., Boston.

#### MAIL ORDER.

BIG MONEY made in mail-order business. Our success for starting beginners is remarkably successful. CENTRAL SUP. CO., Kansas City, Mo.

#### ELECTROTYPES AND STEREOTYPES.

ELECTROTYPE or stereotype cuts. When you want good ones, order from Bright's "Old Reliable," St. Louis Electrotype Foundry, No. 311, North Third St., St. Louis, Mo.



**PAPER.**

**I**F you use Coated Book Paper, send to us for samples and prices. Three full lines in stock. **RASSETT & SUTPHIN**, 45 Beekman St., New York City.

**TO LET.**

**T**O LET—Three offices at No. 10 Spruce St. Rent, \$600, \$500, \$400, respectively. Apply to **GEO. F. ROWELL & CO.**, owners, on the premises.

**STOCK CUTS.**

**W**HEN YOU SEE a line cut you want, clip the proof and mail to us with 50c. and we will send you a good plate from it, same size—if not over column wide. **MAIL CUT CO.**, Philadelphia.

**MAGAZINE FOR SALE.**

**I**SELL magazines, but many of the best opportunities must be approached indirectly to avoid publicity. The best way for buyer is to get in touch with me. **EMERSON P. HARRIS**, 333 Broadway, N. Y.

**ADVERTISING AGENTS.**

**T**HE CENTRAL ADVERTISING AGENCY, Canton, Ohio, controls first-class Ohio publications. Write for combination rates in Canton News-Democrat, East Liverpool Crisis, Massillon Times and Gleason.

**MEN'S HATS.**

**T**RY A DANBURY HAT. We will duplicate in style, quality, workmanship and finish for \$3 any \$5 hat sold by retail stores in New York City. **DANBURY HAT CO.**, 22 Desbrosses St. and 354 W. 124th St., New York.

**ILLUSTRATORS AND ILLUSTRATIONS.**

**H.** SENIOR & CO., Wood Engravers, 10 Spruce St., New York. Service good and prompt.

**H.** ALF-TONES for the newspaper, etched deeply. Will print on any stock. **THE STANDARD ENGRAVING CO. OF NEW YORK**, 51 Ann St.

**ADDRESSING MACHINES.**

**N**O labels to come off in the mails. Addresses always clear and legible. No gumming of labels. **F. D. Belknap's** New Rotary addressing machine the best and most practical made. No type required. Send for booklet. **F. D. BELKNAP**, 250 Broadway, New York.

**PREMIUMS.**

**R**ELIABLE goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost manufacturing and wholesale dealers in jewelry and kindred lines. 500-page list price catalogue free. **S. F. MYERS CO.**, 45-50-52 Maiden Lane, N. Y.

**ILLUSTRATORS.**

**HAVE YOU TALENT FOR DRAWING?**

Send for free lesson No. 14 and terms to the National School of Caricature. We teach by mail also. Day and night classes from model. The only school of its kind in the world.

**DAN MCCARTHY**, Director,  
**NATIONAL SCHOOL OF CARICATURE**,  
Studios, 27 World Building,  
New York City.

**PUBLISHING BUSINESS OPPORTUNITIES.**

**T**HE wonderful increase in the demand for advertising has outrun the supply of really first-class media in many lines. Whoever has the ability to supply the demand upon right lines is sure to make money in the publishing business. Many great properties have grown from small beginnings and paid a dividend all the time; more will do so if rightly planted and cultivated. I sell that sort of foundations. **EMERSON P. HARRIS**, 333 Broadway, N. Y.

**NEWSPAPER BROKER.**

**A. H. SMITH**, Newspaper Broker, Earlville, Ill. Reliability, discretion, promptness. Write.

**PRESS CLIPPINGS.**

**UNITED STATES PRESS CLIPPING BUREAU**, 133 La Salle St., Chicago. Clippings to order on any subject from all current American newspapers.

**MULTIPLATE PROCESS PRINTING.**

**5,000** LETTER HEADS on a fine linen paper for \$8. Send for samples. Other good things just as cheap. **CLARK & ZUGALLA**, Printers and Paper Dealers, 28 Gold St., N. Y. City.

**ELECTROTYPES.**

**W**E give special attention to making of good electrotypes for newsr's ads. Prompt. Out-of-town work done carefully as city. **RAISBECK ELECTROTYPE CO.**, 24-26 Vandewater St., N. Y.

**PRINTERS' MACHINERY.**

**W**E BUY, SELL OR EXCHANGE Printers' machinery, material and supplies. Type from all foundries. Estimates cheerfully furnished. Quality above price. **CONNER, FENDLER & CO.**, N. Y. City.

**BUSINESS PROPOSITION.**

**R**ETAIL MERCHANTS in every line, if you wish to increase and stimulate cash trade send us your name and address for our proposition, which is a trade winner, now being used by thousands of merchants throughout the New England States. Address **SUNBEAM PHOTO STUDIO**, 1523 Third Ave., N. Y. City.

**ADDRESSES FOR SALE.**

**O**NE thousand new and selected Northern New York addresses, arranged alphabetically, one dollar. **G. H. PHILLIPS**, Ogdensburg, N. Y.

**7,500** ADDRESSES of women living in prosperous Western communities, \$2.50 a thousand. Strictly high-class list for mail order specialties. **N. E. L'ECUYER**, Box 138, St. Albans, Vt.

**HALF-TONES.**

**P**ERFECT copper half-tones, 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN ARC ENGRAVING CO.**, Youngstown, Ohio.

**80 C.**—1 col. half-tones, postpaid. Special terms and bases to publishers. **MAIL CUT CO.**, Philadelphia.

**H**ALF-TONE cuts, coarse screen, for newspapers, extra deep. Single col., \$1; double col., \$1.50. Send cash with order and we deliver free anywhere in U. S. **GRANT ENGRAVING CO.**, 112-114 North Ninth St., Phila., Pa.

**BOOKS.**

**D**EPARTMENT STORE DIRECTORY. \$1 postpaid. 253 Broadway, New York.

**M**AKING A COUNTRY NEWSPAPER—Text book for newspaper makers. Worth its weight in gold in practical instruction. Subjects treated: the man, field, plant, paper, news, heading, circulation, advertising, daily, law; how to make a newspaper and better paying paper; how to get news, advertising, circulation. No book like it. Saves time, lessens worry, earns money. Indorsed by leading newspaper men. Bound in cloth, \$1 postpaid. **THE DOMINION COMPANY**, 334 Dearborn St., Chicago.

**R**EADY-MADE ADVERTISEMENTS. Messrs. Geo. F. Rowell & Co., 10 Spruce St., New York, send the Current a handsome 28-page book entitled "Ready-Made Advertisements." The book contains, besides other valuable information, examples and styles of advertising for almost every business. For merchants and others who write their own advertisements this little work will be found invaluable. The price is only one dollar.—*Cuzco Current*.

The book will be sent to any address upon receipt of one dollar. **GEO. F. ROWELL & CO.**, 10 Spruce St., New York.

## SUPPLIES.

**W. D. WILSON PRINTING INK CO., Limited,** of 17 Spruce St., New York, has more magazine cut links than any other ink house in the trade.

Special prices to cash buyers.

## PRINTERS' HELPS.

**BONDS, CERTIFICATES AND DIPLOMAS.** Send for samples and estimates; also lithographed blanks, to be completed by type printing; large variety of patterns. **ALBERT B. KING & CO.,** Lithographers, 106 William St., New York.

## TRANSLATING.

**ADVERTISERS** needing the services of thorough and practical translators should communicate with **THE CANADIAN TRANSLATING BUREAU,** Room 23 Ferrier Block, 1098 Notre Dame St., Montreal, Can.

Specialty: Translation of English into French.

## ADVERTISING NOVELTIES.

**FOR** the purpose of inviting announcements of Advertising Novelties likely to benefit reader as well as advertiser, 4 lines will be inserted under this head once for one dollar.

**MADE FROM SPIKE NAILS.** Knives, forks, spoons, cigar box openers, etc. Best adv'g novelty, best seller at resorts. Samples, Fair-Ann-Expo's souvenir, 15c. Booklet for asking. **WICK HATHAWAY'S CONCERN,** Box 100, Madison, O.

## SUCCESSFUL CIGAR ADS.

**ONLY** recently I was offered a tempting price for the scrap-book containing the original matter used in booming the **Blizzard Cigar Co.'s** sales. Not wishing to part with the original, I have, at the request of a number of dealers and manufacturers, undertaken to publish a number of fac-simile copies. A limited number of copies now offered for sale. Over 500 display ads and locals, together with the different schemes which brought the **Blizzard Cigar Factory** fame and thousands of dollars. For details regarding same address **MAX BURG,** New Ulm, Minn.

## MISCELLANEOUS.

**PUBLISHERS' COMMERCIAL UNION;** a credit agency covering all advertisers and agents; every publisher needs it. Details at Boyce Bldg., Chicago, or Temple Court, New York.

**THE BODEGA XXXX WHISKY.** A special brand 10 years old, one gal. or 4 full quarts, \$3. Send check, p. o. or ex. order. **J. W. CALMAN & CO.,** Distillers, 321 Tremont St., Boston, Mass.

**WANTED—Good hustler,** with experience and ability, can secure half interest and management of the **ARKANSAW TRAVELER,** Chicago, on reasonable terms. Give full particulars.

**THE** advertiser has facilities for furnishing information of all sorts obtainable from the Governmental Departments, and the service is rendered for a moderate compensation. Address **A. V. LEWIS,** 729 Eighteenth St., Washington, D. C.

## MAILING MACHINES.

**THE DICK MATCHLESS MAILER,** lightest and quietest. Price \$15. **F. J. VALENTINE,** Mfr., 178 Vermont St., Buffalo, N. Y.

**NO** type used in the **Wallace & Co.** addressing machine. A saving of from 50 to 75 per cent over all systems. The machine does the work of forty expert penmen daily. Mailing lists addressed in fac-simile typewriting directly on wrappers, envelopes, postals, etc., automatically at the rate of 100 per minute. Our success has caused many so-called addressing machines to appear in the market, but our machine is the only simple, practical, successful and economical one now in operation among the large publishers throughout the country. **PRINTERS' INK,** Butterick Pub. Co., Gentlemen's Pub. Co., *Cosmopolitan Magazine*, *Frank Leslie's Monthly*, *McCall Co.*, *A. D. Porter Co.*, *Comfort*, *Augusta, Me.*; *Cushman's Couple*, *Boston, Mass.*; *Press Pub. Co.*, *Lincoln, Neb.*; *Home Life Pub. Co.*, *Chicago, Ill.*; *W. B. Conkey Co.*, *Chicago, Ill.*; *Home Magazine*, *Washington, D. C.* and scores of others use, approve and endorse our machine. Send for circulars. **WALLACE & CO.,** 29 Murray St., N. Y. City.

## EXCHANGE.

**TO EXCHANGE—**A good California farm for a good newspaper or controlling interest therein, worth \$7,000 to \$10,000. **W. J. LEAN,** San Jose, Cal.

**EXCHANGE** what you don't want for something you do. If you have mail order names, stock cuts or something similar, and want to exchange them for others, put an advertisement in **PRINTERS' INK.** There are probably many persons among the readers of this paper with whom you can effect a speedy and advantageous exchange. The price for such advertisements is 25 cents per line each insertion. Send along your advertisement.

## PRINTERS.

**5,000 NOTEHEADS, \$4.** Good paper, good printing. Send copy and cash with order. **JOHN FAWCETT,** Printer, Delphi, Ind.

**500 LINEN letter-heads,** ruled or unruled, printed, \$1.50. First-class work, prompt. Samples free. **CENTRAL SUP. CO.,** Kan. City, Mo.

**IF** you are not satisfied where you are, try us. We do all kinds of book and newspaper printing promptly and satisfactorily. **UNION PRINTING CO.,** 16 Vandewater St., New York.

**A SMALL SPACE WELL USED.** How often you hear somebody say: "Now there's a small space well used. It stands right out of the paper."

The bold typographical arrangement caught the eye and made that small ad stand out more prominently than one twice its size, but not so well displayed.

One of the things we particularly pride ourselves on, is this ability for setting advertisements that are bound to be seen, no matter what position they occupy in the paper. Your local printer probably has not the equipment for doing this that we have, probably he doesn't know how as well as we do.

We furnish electrotypes too, if you like. This is only one of things we do for advertisers—the printing of catalogues, booklets, circulars are some of the other things.

We make them stand out of the crowd too.

**PRINTERS' INK PRESS,**

10 Spruce St., New York.

## THE CHELTENHAM PRESS.

Booklets, Printed Matter of all kinds.

Positively no Competitive Estimates.

Established 1897,

and has done work for

Rogers, Peet & Co.—Brooks Bros.,

W. W. Astor,

McVickar & Co.—The Haberdasher,

Gorham Co., silversmiths—Kaskel & Kaskel.

Many others

of the Best Class.

## THE CHELTENHAM ADVERTISING SERVICE.

Newspaper and Magazine Advertising

Planned, Designed and Placed.

Positively no Split Commissions.

Recently established

and responsible for the

New York newspaper advertising of

Brooks Bros.,

Criterion Hotel,

A. B. Kirschbaum & Co.,

Wallach's Hats.

Others of the Best Class.

150 FIFTH AVENUE.

Telephone 1919 18th Street.

We have just prepared a booklet about competition. It will be sent on request.

FOR SALE.

**T**HORNE typesetting machine for sale at a bargain. Will exchange for Pony press. SUN, Fulton, Missouri.

**T**HE best city in North Carolina is Charlotte. The News reaches twice as many of its people as any other paper.

**T**HE best county in North Carolina is Mecklenburg. The Times-Democrat reaches twice as many of its people as any other paper.

**A** TWO-REVOLUTION press, Campbell Intermediate, complete order, large enough for a 6-column quarto. Address BAINBRIDGE REPUBLICAN, Bainbridge, N. Y.

**A** JOB office at Sidney, N. Y., well equipped for good work. A good chance for a good man to make money. Address BAINBRIDGE REPUBLICAN, Bainbridge, N. Y.

**R**ARE opportunity to buy a first-class family paper; established 25 years in one of our large cities; circ'n over 8,000 and every subscriber paid in advance; good adv'g patronage; owners going out of business. "H. & H." Printers' Ink.

**P**RESSES FOR SALE—A Goss perfecting press, 5 column quarto or 8 column folio, with curved plate stereotyping machinery. Guaranteed in first-class condition. Can be seen in operation. Will be sold cheap. Also Cranston drum cylinder, 29x43, with back up motion and tapeless delivery, and a 28-inch paper cutter. Address "MACHINERY," care Printers' Ink.

**E**VERY issue of PRINTERS' INK is religiously read by many newspaper men and printers, as well as by advertisers. If you want to buy a paper, or to sell a paper, or type or ink, the thing to do is to announce your desire in a classified advertisement in PRINTERS' INK. The cost is but 25 cents a line. As a rule, one insertion will do the business. Address PRINTERS' INK, 10 Spruce St., New York.

ADVERTISING MEDIA.

**H**ARDWARE DEALERS' MAGAZINE. Sample copy 10 cents, New York City.

**25** CENTS per inch per day; display advertising, flat rates. ENTERPRISE, Brockton, Mass.

**40** WORDS, 5 times, 25 cents. DAILY ENTERPRISE, Brockton, Mass. Circulation 5,000.

**P**OPULATION, city of Brockton, Mass., 40,063. The Brockton ENTERPRISE covers the city.

**R**EACH the best Southern farmers by planting your ads in FARM AND TRADE, Nashville, Tenn. Only 10c. a line.

**A**NY person advertising in PRINTERS' INK to the amount of \$10 or more is entitled to receive the paper for one year.

**T**HE FREE LANCE, weekly, Spartanburg, S. C., has the largest paid-in-advance circulation in South Carolina and the smallest unpaid circulation—none.

**T**HE SPARTANBURG DAILY JOURNAL reaches the large industrial population of Northern South Carolina. Best classified adv. medium in the State.

**A**DVERTISERS' GUIDE, Newmarket, N. J.—Circulation, 5,000. Mailed postpaid one year, 25c. Ad rate 10c. nonpareil line. Close 24th. A postal card request will bring sample.

**O**NLY 50c. per line for each insertion in entire list of 100 country papers, located mostly in New York, New Jersey and Pennsylvania. UNION PRINTING CO., 15 Vandewater St., N. Y.

**P**EOPLE who want to reach Western readers with their business should consult the Billings (Mont.) TIMES. It has the best general circulation of any weekly newspaper printed west of the Mississippi. Rates reasonable. M. C. MORRIS, Proprietor.

**Y**OU'LL GET GOOD RESULTS If you advertise in THE EXAMINER, the leading newspaper of P. E. Island. Prince Edward Island has a population of 105,000. It is called the "Garden of Canada." Almost entirely agricultural, and its people are the most prosperous in the Dominion. The DAILY EXAMINER, circ'n 1,150. Contracts, 3c. an inch; transient, 10c. an inch. THE WEEKLY EXAMINER, 2,738. Contracts, 5c.; transient, 10c. "Wants" a specialty. THE EXAMINER PUB. CO., Charlottetown, Canada.

COIN CARDS.

**K**ING COIN MAILERS, Beverly, Mass. Samples free. \$1.60 per M in large lots.

**\$3** PER 1,000. Less for more; any printing. THE COIN WRAPPER CO., Detroit, Mich.

BUSINESS OPPORTUNITIES.

**100,000** CIRCULATION per week for four weeks in Illinois or Wisconsin country newspapers. Big for five. Send copy and remittance to CHICAGO NEWSPAPER UNION, 10 Spruce St., New York.

**I**NCREASE income without loss of time, investment of money, or neglect of regular business, by working in connection with the FINANCIAL INQUIRER, 55 Liberty St., N. Y. No matter where located. Particulars and sample copy on application.

**T**WENTY per cent per annum business for sale. Safe investment in old-est'd engraving and electrotyping plant in one of the largest cities on Great Lakes. Cleared over \$7,000 last year. Illness only reason for selling. A rare opportunity for right man. FISHER, 633 Ellicott Sq., Buffalo.

**\$400** WILL START YOU IN BUSINESS. Not a "hole in the wall," but a full-rigged store of all new goods, with absolutely unlimited possibilities for growth. If you have no location in mind, I will help you find one. No charge for information or services.

G. S. TRUCK, 187 Quincy St., Chicago.

ADVERTISEMENT CONSTRUCTORS.

**E**DWIN S. KARNS, writer and promoter of profitable advertising. A 571 E. 43d St., Chicago.

**W**RITING NEWSPAPER ADS is a specialty with WILLIAM L. OSTROM, Olean, N. Y. If you need assistance, write.

**G**OOD illustrated ads bring best results. THE ART LEAGUE, New York, make the best. Explain business and wishes for particulars.

**I** WILL use as much care in writing and illustrating good ads for you as I would for myself. Let me try. Write me for some samples. COMMON SENSE ADVERTISER, Saginaw, Mich.

**W**E plan, prepare and produce advertising that advertises—booklets, folders, mailing cards, circulars, etc. When you need good adv'g write GORHAM & STEVENS, Bridgeport, Conn.

**I** WRITE sensible, convincing, honest talk for booklets, circulars, ads. Illustrate and print too. My literature free to interested people.

ROBERT D. BREYER, Keith Bldg., Philadelphia.

**A** LARGE percentage of the advertising done to-day is second-rate stuff. I'm mortally "fraid" yours is of this class. Five of my kind—the right kind—built for any business under the sun, for \$1, cash with order. W. RAY TOWNSEND, 459 Vermont St., Buffalo, N. Y.

**A**D CONSTRUCTORS will find our book of ready-made advertisements of great assistance in the preparation of advertisements. The book contains over five hundred specimens of good advertising, any one of which may suggest an idea for your ad when you get stalled. Sent prepaid on receipt of price, \$1. Address GEO. P. ROWELL & CO., 10 Spruce St., New York.

**A**DWRITERS and designers should use this column to increase their business. The price is only 25 cents a line, being the cheapest of any medium published, considering circulation and influence. A number of the most successful adwriters have won fame and fortune through persistent use of this column. They began small and kept at it. You may do likewise. Address orders, PRINTERS' INK, 10 Spruce St., New York.

**H**AVE you now under consideration the issuing of any new bit of advertising matter? Such, for instance, as a little CATALOGUE, "BOOK-LET" or FOLDER or perchance a new circular to replace some former one that you perfectly well know was not "up to date." If I have happened to diagnose your case correctly, why not write me concerning whatever it happens to be, and if you have anything that you would like bettered, why not slip a copy of it into your letter to me!

FRANCIS I. MAULE, 409 Sanson Street, Philada.

# \$3,000,000

If "The Record" was with  
**THE ITEM** is worth **DOUBLE** than  
 Advertising, by a



[ Editorial from THE ITEM ]

## "THE RECORD'S"

The sale of The Record for the Mill  
 newspaper properties are becoming more  
 every year. Ten years ago you could have  
 in Philadelphia for One Million dollars.  
 say that it would be difficult to purchase a  
 for three times that amount.

THE PHILADELPHIA ITEM for a y  
 ion Dollars, which was offered by the

The sale of The Record for the Mil  
 that THE PHILADELPHIA ITEM day is  
 amount, as it has the "Want" of a  
 to if not greater than the Record 10,000

The newspaper proprietors Philad  
 ting themselves that The Record for c  
 They feel that it has made the publicat  
 from a business standpoint, and are ri

43-44-45-47-48-49 Tribune Bldg.

New York

## S. C. Beckwith & Co.

Sole Agents in Adv

# fr "The Record"

s with Three Million Dollars,  
E amount, as it has the "Want"  
ly and Sunday.

from THE ITEM, May 16.]

## "COR'S" VALUE.

d for Millions of Dollars proves that  
become more valuable in Philadelphia  
o would have bought any daily paper  
millionaires. Now it would be safe to  
ult to have any of the leading journals  
t.

ITEM a year ago, refused One Mill-  
ion shrewd business man.

rd for Million Dollars convinces us

ITEM is easily worth double that

"it" and a paid circulation equal

Record 10,000 Daily, 190,000 Sunday.

Record Philadelphia are all congratula-

Record for over Three Million Dollars.

e the publications much more valuable

and are right.



with Special Agency

ents in Advertising

510 - 511 - 512 Tribune Building

Chicago

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

Issued every Wednesday. Ten cents a copy. Subscription price, five dollars a year, in advance. Six dollars a hundred. No back numbers.

Being printed from plates, it is always possible to issue a new edition of five hundred copies for \$30, or a larger number at the same rate.

Publishers desiring to subscribe for PRINTERS' INK for the benefit of advg. patrons may, on application, obtain special confidential terms.

If any person who has not paid for it is receiving PRINTERS' INK it is because some one has subscribed in his name. Every paper is stopped at the expiration of the time paid for.

## ADVERTISING RATES:

Classified advertisements 25 cents a line; six words to the line; pearl measure; display 50 cents a line; 15 lines to the inch. \$100 a page. Special position twenty-five per cent additional, if granted; discount, five per cent for cash with order.

OFFICES: No. 10 SPRUCE ST.

London Agent, F.W. Sears, 50-52 Ludgate Hill, E.C.

NEW YORK, MAY 28, 1902.

WHEN PRINTERS' INK has occasion to mention a deserving man, newspaper or enterprise it speaks freely and does not hesitate to mention names and even addresses if it believes they will interest or benefit its readers.

\* \* \*

ONE man and another may from time to time get a tremendous puff in PRINTERS' INK; but they cannot get it for money.

\* \* \*

PRINTERS' INK never prints for pay a single word in its reading columns.

\* \* \*

Not much!

ONE's advertisements are original, when they possess individuality, since individuality is a trait that cannot be copied.

THE Hon. Charles E. Littlefield of Maine, whom the New York Sun designates as one of the ablest and most independent and one of the most cocksure statesmen in Congress, is reported as follows:

"If it were not for the newspapers, the jobs which would go through Congress are terrible to contemplate. If there were no newspapers at all, I don't believe I would be willing to trust myself alone in the House of Representatives for fifteen minutes."

ONE of the easiest ways to waste good advertising space is to use a poor illustration. A poor illustration is always worse than none.

COLUMBIA UNIVERSITY is to have a daily newspaper. The *Spectator*, which has been a semi-weekly student organ, will be issued six days in the week under the supervision of an alternating staff of editors.

THE *Orange Judd Farmer*, ostensibly published at Chicago, and the *American Agriculturist*, ostensibly published at New York, are really printed in Springfield, Mass., and mailed in Springfield, Mass. It would seem that the idea many persons have, that a newspaper enjoying the privileges of the United States mails as second class matter must be actually deposited in the office from which it purports to emanate, is not correct. Both of the papers above named are entered at Springfield, Mass., as second class matter and are both considered editions of the *American Agriculturist*, as is also the *New England Homestead*, printed and mailed at the same place.

A REFERENCE to the C. Ironmonger Advertising Agency in PRINTERS' INK for May 7, has made conspicuous the fact that Mr. Ironmonger is conducting a healthy business at No. 116 Nassau st., New York City, in a legitimate manner and has a whole lot of friends. Mr. Ironmonger personally asserts that he is a careful reader of every issue of PRINTERS' INK. After listening to this assertion and pursuing other investigations, the conclusion was arrived at that this is one of the most deserving and promising of the younger crop of advertising agents. He is good looking, has a good address, appears energetic and business like and, in the opinion of the Little Schoolmaster, as likely as anybody to become a conspicuous success in the line of business he has adopted. Edward P. Call, Chairman of the Association of Publishers of New York daily papers, says the dealings of members of that Association with Mr. Ironmonger have been satisfactory.

SURLY salesmen sell few goods. Spiteful advertisements bring few customers. Men have troubles of their own. Anyone can get morose without outside assistance. Advertisements, like salesmen, should always carry cheerful faces.

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ORIGINALITY is a scarce commodity, even in advertisement writing. What the adwriter should seek to do is to give what is ingenious, novel, striking, unique. What will arrest the attention is well enough. Straining at originality does but serve in most instances to make ridiculous the striver after it.

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ONE would think that the advertising agents of this country and the leading newspapers were sufficiently old to have cut their eye-teeth, yet recent failures of certain snide advertisers would indicate that they are the most gullible of mortals—some of them, at least. One advertising agent confesses to the loss of \$20,000 by a fellow who skipped out after paying nothing, while a concern which failed not long ago at Chicago left assets of fifteen dollars to satisfy newspaper advertising claims amounting to nearly \$200,000. The mad desire to get business sometimes leads otherwise sensible newspapers into taking bigger chances on collections than ordinary business judgment would warrant.

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NOTHING can be more absurd than to make and give out rules for the writing of advertisements. Some men are wont to think as they write. Others cannot write until they have matured their subjects carefully beforehand. The minds of men vary so greatly, their methods of thought are so different, and their modes of expression so antipodal that no man or men can give out fixed rules for their guidance. There are certain canons that must be observed, to be sure, such as those set down in accepted grammars and recognized works on English composition. One may be cautioned against extravagance in style, against absurdities and other faults, but greatest possible latitude is permissible in manner and form of writing.

A MAN in the advertising business must be in earnest. No half-hearted policy will bring success.

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THE amount of advertising space to be devoted to a certain line of goods, should not be regulated by the profits on that one line, but rather by the stimulus that his advertising imparts to the whole business.

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THE auction sale of 9,050 shares of the Philadelphia *Record's* stock on May 15 was largely attended, and the bidding began at \$900,000. Mr. Oler, of the Baltimore *Herald*, Mr. Ochs, of the New York *Times*, and Mr. Wm. S. Stenger, a Philadelphia attorney, were the principal bidders, and the latter finally secured the property at \$2,300,000. The Record Publishing Co. is capitalized at 10,000 shares of \$100 each, and Mr. Stenger afterwards purchased 150 shares at private sale at \$220 per share. He also bought \$470,000 worth of the paper's six per cent bonds—of an issue of \$500,000—paying therefor \$564,000. It is understood that he acted for a syndicate, but he declined to give any definite information. Mr. Ochs' last bid was \$1,830,000, and Mr. Oler's \$2,295,000.

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ONE form of advertising is too prone to be overlooked by business men, and this is the appearance of the letters sent out to inquirers and buyers. Appearances count for very much in this world and there should be no place for the slouchy, careless typewriter girl or addresser of envelopes. The business man who is conducting business along straight lines hopes to hold his customers, and in order to do this he should have everything neat and in order. The very bundles that are made up in a store are indices of the character of the firm. If a parcel be ill-tied or badly wrapped, it makes a bad impression. Every letter sent out by a firm and every parcel are forms of advertising and their neatness and fitness should be objects of care as well as the advertising which appears in newspapers and other recognized media for publicity.



If your advertisements are good enough to attract people to your store, your store and store methods ought to be attractive enough to bring them back again.

THE New York Times points to the need for small booklets of information for the use of travelers over railroads. Most travelers on long journeys pass through country with which they are not familiar, and would be interested and instructed by facts concerning towns, populations, industries, products, historic places, scenery and so on. This information, gotten up in neat booklets with appropriate maps, would not only be welcome to travelers, but would serve to fix the road and its attractions more indelibly in the mind, give facts for conversation with friends and be of high advertising value in many ways. Such booklets could be furnished free, costing no more than the elaborate literature sent out to promote travel, or could be sold to thousands of travelers at reasonable prices.

THE quality of the paper and the character and standing of the people who read it are factors, in my judgment, of far more importance than the question of how many papers are printed.

\* \* \*

The paper which makes any pretense whatever to its quality is very much restricted. It cannot print objectionable advertisements of fake concerns, because its readers expect its business ethics to be on as high a plane as its editorial professions. It cannot insult the intelligence of its readers by the use of poster type or abominations in the way of pictures or colors. It cannot make statements reflecting on the character of individuals without careful investigation. It cannot lie. It cannot be dishonest. It cannot print papers at 12 o'clock and call them an evening edition. It cannot be a braggart and appropriate the best portion of the paper in exploiting itself and its own achievements.—Herbert F. Gunnison, before the New York Sphinx Club, May 14, 1902.

COMPARISONS are odious in advertisements, as well as in social life. Buyers are indifferent as to whether goods offered for sale through the medium of an advertisement are better or worse than those of a competitor. The main thought of the would-be buyer is whether he can get his money's worth. Comparisons that are so pointed as to indicate a rival in business do but serve to advertise and aid that rival in his business.

ONE should not expect returns too soon, or become discouraged if returns fail to reach his expectations. He must remember he is not the only candidate for patronage. He should keep in mind the fact that others have been on the ground before him. Patience is an all-essential quality in the matter of publicity, this being especially true where the ware or the individual demands introduction to the public. Some of the most successful of advertisers had to wait some time for recognition. Perseverance is a needed quality in advertising.

It has been said of President Arthur that he would discharge a government official for discourtesy as quickly as he would dismiss an embezzler. The failure of many advertising solicitors and of more advertisement writers lies in the fact that they do not know the meaning of the phrase, *noblesse oblige*, or, knowing it, they fail to make practical application of it. It has been said repeatedly that politeness is cheap and always may be had at command, without money and without price. This is an exaggeration of fact. Sometimes it is most difficult to be polite. There are coarse, rough, rude men to be met now and then, who try one's gentlemanliness to its limit. The stomachs of writers, now and then, are out of gear and it is hard to be cheerful when one is suffering from indigestion. But any one with any sort of good breeding may put on a veneer of politeness that will pass for the solid article, and certainly there is no one commodity in the market that will bring as immediate and as good returns.



No one ought to criticise unless he is able to suggest a remedy.

THE Proprietary Association of America held its annual meeting at the Manhattan Hotel, New York City, May 7 and 8. The organization now has 160 members, with \$4,223 in its treasury. The legislative committee reported that special measures favorable to the work of the association are now pending in Congress and various State legislatures, and a resolution offered by Dr. Pierce, favoring the spread of anti-substitution literature, was passed without dissent. The officers for the coming year are:

President, Herbert B. Harding, Humphrey's Homeopathic Medicine Company, New York City; first vice-president, D. S. Chamberlain, Des Moines, Iowa; second vice-president, William H. Grove, Lynn, Mass.; secretary, Joseph Leeming, New York City; treasurer, C. W. Griffith, New York City. Executive committee: E. C. DeWitt, Chicago, Ill.; A. H. Beadesley, Elkhart, Ind.; Dr. V. Mott Pierce, Buffalo, N. Y.; George A. Newman, Louisville, Ky.; Dr. Charles H. Stowell, Lowell, Mass.; Horace M. Sharp, Philadelphia, Pa.

THE Brooklyn *Eagle* publishes a small paper-covered guide book called "Trolley Exploring," compiled by Cromwell Childe and containing routes of trolley trips that may be made from New York City through Long Island, New Jersey, New York State and Connecticut, with directions for reaching Boston and Philadelphia. The network of electric lines leading out of the metropolis offers a new attraction to city dwellers. There is practically no limit to the number of historic places and beautiful scenic localities that may be reached in a few hours at a cost of a few nickels, and roads are being built so rapidly that it will soon be possible to traverse all Eastern States by trolley. This travel is beneficial to suburbs and outlying towns, and will probably be developed by merchants, trolley companies and local authorities. There are many other cities throughout the country which enjoy similar advantages, and guide books published by street car companies or local merchants would be of undoubted advertising value.

CIRCULARS and booklets are worthless unless they get in the proper hands. Using a mailing list that is not up-to-date is one of the surest ways to lose money in advertising.

THE Richardson Drug Co., of Omaha, Neb., asserts that the Omaha *Bee* is the leading Omaha paper. The *World-Herald* is a close second so far as circulation is concerned. The *News* is an evening paper and has a very large circulation among the poorer classes. It is the working man's paper, independent in politics and undoubtedly one of the best advertising mediums in the city. The *Bee* is Republican, the *World-Herald* is Bryan Free Silver Populist. It would appear that the advertiser who wants to reach everybody in Omaha may as well put his announcement in all of the three papers, for they are all good and all so nearly equal that it will be difficult to omit either one without a possibility of the omitted one being in fact the best of the lot.

A RATHER novel enterprise is projected by the New York Novelty Exhibition Company, 113 William street. Preparations are being made for holding a Novelty Show and Christmas Bazaar at Madison Square Garden from the 14th to the 24th of next December, the exhibition to be upon the order of the Sportsmen's Show, but to consist of articles suitable for holiday gifts. The big building has been divided into 135 spaces for exhibitors, and those who have appropriate goods are being solicited for displays. A band, a huge Christmas tree bearing 1,000 incandescent lights and other attractions are to be used to draw Christmas shoppers and it is estimated that a large number of the 2,000,000 people who crowd the stores before Christmas will be attracted and make purchases. No restriction is placed upon the sale of goods, nothing but space being charged for. Ten thousand dollars will be spent in advertising the show, and an admission fee of twenty-five cents will be charged, each ticket to admit one child free.

A NEAT little brochure advertises the Windemere Summer Camp for Boys, at Winnecook Lake, Unity, Maine. This camp, personally conducted by Howard A. Ross, physical director of Phillips Exeter Academy, Exeter, N.H., offers the advantages of a summer in the pine woods, with light studies and an abundance of healthful play and exercise.

MR. JOSEPH R. KATHRENS, advertising manager of the Pabst Brewing Company, recently published an article upon advertising in the Milwaukee *Sentinel*, and that paper saw fit to make some disclosures concerning his career. He began life in a printing office, it appears, and has been everything upon a newspaper, from reporter to manager; about ten years ago he was proprietor of the daily *Times* at Sioux City, Iowa, when the citizens of that enterprising town made him manager of their corn festival; this brought him considerable fame, and in 1894 he went to the Pabst Company, where he has been since. He is a member of the Sphinx Club, the Atlas Club of Chicago, and is a managing director of the Association of Proprietary Advertisers. In his article, which dealt with advertising in a general way, he had the following things to say about railroad publicity:

There are to my mind many fields of advertising yet untouched. The most prominent, I think, is the railroad, although a few leading lines are beginning to show some promise of a better day. Is the conventional railroad announcement likely to cause a man to rush down to the ticket office to secure accommodations? If you go to the carnival city of the south it is because of something in the climate which attracts during a certain season of the year, or the festivities offered in the Mardi Gras, not because, but in spite of advertising which may have emanated from the railroads. They had it in their power to make the Buffalo exposition a success, but they relied on the Falls and their time-table folders, and trusted to luck. As a consequence, a really clever exposition closed a failure. A little circus publicity on the part of the railroads would have resulted in hauling the crowds in boxcars, so great would have been the desire to see the wonderfully advertised show. There will always be a certain amount of travel, but how many more people would visit the grand canyon of Colorado if they were told about it in the enthusiastic manner of the circus manager.

You ought to make it as easy as possible for your customers to find out about your goods. In order to do this it is only necessary to tell all you know about the goods in the plainest kind of language.

THERE is usually profit in the study of "horrible examples" of advertising, so they be horrible enough. The drunkard is a guide post to temperate living, the procrastinator teaches energetic men to seize the transient five minutes, and the prodigal is the best friend of economy, and upon the same principle there is something useful to be learned from every piece of advertising that furnishes hints of how not to advertise. In fact, the "how not" is frequently more instructive than the "how."

#### AN ADVERTISER'S SAFEGUARD.

The editors of the American Newspaper Directory have been trying for many years to find some way to ascertain the size of the editions of different newspapers, a thing which it is almost impossible for a private individual to find out, even if he lives next door to the publication office. By "keeping eternally at it," and working along the same lines, they have now come about as near the truth as they or anyone else ever can. For reasons which are apparent, the question, How many papers do you print? is evaded by the publisher with ingenuity worthy of a better cause. Other things being equal, the price paid for an advertisement in a newspaper is high or low, according to the number of copies issued—the number of people who will see the advertisement. Geo. P. Rowell & Co. have performed an invaluable service to the American advertisers in their semi-annual publication of the American Newspaper Directory.—*Newport, R. I., Daily News, May 16, 1902.*

The fact that virtually all experienced advertisers accept the rulings of this Directory is one of the best proofs that its work has been well done.—*Philadelphia Record, May 18, 1902.*

# Three Cents Per Inch

Three inches or more space for three months, six months or one year in the 1,500 local weeklies of the Atlantic Coast Lists at three cents per inch per paper per insertion.

If electrotype used, but one needed for entire 1,500 publications. Advertisements can be changed weekly without extra cost.

A million families regularly reached in the New England, Middle and Southern States. Catalogue and full information for the asking.

## ATLANTIC COAST LISTS,

Established 1870.

134 Leonard St., New York.

## NEWSPAPER ADVERTISING FAILED.

The letters reproduced below represent a condition that is not encouraging to those who believe newspaper advertising a panacea for business ills.

NEW YORK, July 14, 1897.

Editor of PRINTERS' INK:

Writer was much interested in reading in to-day's issue of your most excellent publication of the Red Bank Register's experience in advertising, but their experience is easily explained in the theory of their field being a local one. It calls to mind a similar experience of our own a number of years ago. We had never done any newspaper advertising and thought we would try it on in one State "for all it was worth" with the view of covering the United States if our experiment was successful. We retained the services of what we believed then, and believe now, to be the best experienced and best equipped advertising agency in the country, if not the world, to place our business—and selecting the entire State of Alabama for our field, we instructed them to use all the best dailies and weeklies in the State, running a four to six inch ad and reading notices, frequently changing matter, etc. We continued this without intermission for an entire year, at the expiration of which we compared results, and found that Alabama was the only State in which our business showed a falling off. Every other State showed an increase over previous year's business, excepting Alabama, which latter was the only State in which we did any newspaper advertising and that State we covered thoroughly.

Why was this thus? We would like to spend hundreds of thousands of dollars advertising in the newspapers, but our above experience was such a failure that we have done no newspaper advertising since. Yours truly,

NATIONAL REMEDY COMPANY,  
(Signed) G. H. Risley, General Mgr.

NATIONAL REMEDY COMPANY,  
Sole Proprietors of

The Wonderful Japanese Oil; the Celebrated Dr. Swan's Liver and Kidney Cure; Herbert's Pulmonic Cough Remedy; Herbert's Sarsaparilla; Herbert's Celery Phosphate and other Standard Preparations.

530 & 532 Washington St., and 130,  
132 & 134 Charlton St.

NEW YORK, May 2, 1902.

Editor of PRINTERS' INK:

Articles I read from time to time in your interesting booklet stimulate me to intrude on your attention again and to inclose copy of a letter I wrote you way back in 1897.

This letter was never answered by you, but you were kind enough to send a representative to the office (I presumed for purpose of getting at fuller particulars), who, not finding the writer in, seems to never have repeated the visit.

Now, I admit to being very curious about this matter—and I think it opens

a proposition the solution of which is well worthy of some attention on your part. You are all the time reiterating that no business can succeed without newspaper advertising—yet here is a business, where newspaper advertising has really—as shown—set it back, and which, while doing not a dollar of newspaper advertising, has been a monumental success, one of the most prosperous of its kind in the world.

We still are ready to invest heavily in newspaper advertising, and are well equipped so to do—provided any plausible method can be suggested which will remove the prejudice formed by past experience—but we must be "sure we're right" before we "go ahead."

Yours very truly,

NATIONAL REMEDY COMPANY,  
G. H. Risley, General Mgr.

Being curious to know more of the business presided over by Mr. Risley, president, treasurer and general manager, PRINTERS' INK visited the great proprietary medicine house of C. N. Crittenden Co. and asked of Mr. Kennedy, the manager:

Do you sell Japanese Oil?

Yes.

Does it sell well?

Yes.

Not as well as Omega Oil?

About five to one!

You sell five bottles of Omega Oil to one of Japanese Oil?

No. The other way! We sell five bottles of Japanese to one of Omega.

But Omega sells well?

Yes, and Japanese sells better!

But Japanese Oil is not advertised!

No, but it sells!

How do you account for that?

Well, the Japanese Oil people have a way of selling and making their goods sell. They know how they do it better than I do; but their goods certainly do sell.

\* \* \*

PRINTERS' INK directs the attention of advertising experts to this case. Here is a concern, financially strong, that is willing to advertise if anybody will show a method whereby a dollar paid to a newspaper can be made with certainty to return a dollar and a cent. Having already a method of its own which has done and is doing better than this, and its own experiment in newspaper advertising having proved a failure, Mr. Risley naturally hesitates to venture the laurels of success already gain-

ed unless he can be directed by a pilot who actually knows a road or channel that is certain to lead to a desirable result.

Is there any such pilot?

Where is Charles Austin Bates?

How about George Batten—who never lost a customer?

### A BLIND GUIDE.

PRINTERS' INK never passes up the opportunity of taking a crack out of the country weekly. Strange in the face of this how everlastingly the publishers of the American Newspaper Directory seek space of them on a trade basis.—*The Publishers' Guide.*

The publishers of the Directory have seen the error of their ways and repented. Their position was set forth, in a recent circular, as follows:

The system generally pursued in past years, of allowing the charge for an advertisement to stand until balanced by counter charges for advertising in a paper advertised in the Directory, has resulted in an unequal rate, because the poorest paper with the highest advertising rate was thereby placed on a level with a better paper with a lower schedule of charge. A result of this unequal method of payment, which has amounted to discriminating against the better papers, has been to deter some of the highest class from using advertising space in the Directory at all, not only on account of the unequal basis of payment, but because of an unwillingness to have their announcements appear in the midst of a multitude of others representing papers of an inferior grade.

The Directory is a guide book for advertisers, and on that account it is desirable that the advertisements it contains shall be those of papers that it will pay an advertiser to use. For reasons here set forth it has been decided that from this time forth advertisements for the American Newspaper Directory shall be accepted only for cash, due and payable as soon as the book is issued and a copy furnished to the advertiser.

ADVERTISING should be pointed either toward those people who are interested in what you have to sell or toward those who might be induced to interest themselves. When you play to the gallery you lose time.—*White's Sayings.*

"JUST as good" an article frequently sends a customer to some rival establishment. Most people when they make up their minds concerning an advertised article consider the "just as good" argument an intrusion.—*Progressive Advertiser.*

THE man who tries to push business along, ignorant of the utility of advertising, is like one who would try to move a car with his puny power, and let lie a certain lever, called a pinch bar, used for that purpose. Learn to utilize advantages.—*Business Problems.*

## NEWSPAPER CIRCULATION.

### AND THE AMERICAN NEWSPAPER DIRECTORY.

The advertiser of to-day who is truly wide awake keeps as keen an eye on the extent and character of the circulation of the paper in which he invests his money as does the publisher himself. And why should he not?

The successful merchant—who is always, it goes without saying, the advertising merchant—has awakened in the past few years to a realization that his advertising expenditures are not subjected to the same close scrutiny as his purchases of goods.

Circulation is the quality of advertising, and speaking generally, all newspapers may be judged as to their relative value by their comparative circulations. It is safe to say that the paper which will give detailed statements of its circulation covering a period of several years, and throw open its books and circulation records for the inspection of intending advertisers, makes statements that may be taken as a fair indication of its actual circulation.

Large general advertisers who use space in the prominent daily papers of the United States and Canada make what may be termed a scientifically thorough study of the value of newspaper space.

The sums expended in advertising every year show a steady increase, and as the extensive advertiser enlarges the appropriation he makes for this purpose, he goes to increased trouble to make sure that he is spending his money to the best possible advantage.

It is to the newspaper directories that the large general advertiser turns for information as to circulation; and the authoritative newspaper directory of to-day contains not merely a list of the newspapers of the country, but statements of the standing and actual circulation of each, details of which can be secured at their office by anyone interested.

The American Newspaper Directory is recognized throughout the United States and Canada as the leading authority on newspaper circulations. The most prominent advertisers in the United States and Canada use it as a guide book, and so authoritative are its ratings regarded that many of these advertisers determine where their appropriation shall be placed from the information contained therein.—*Morning Free Press, Winnipeg, Manitoba.*

HARD cash breaks many a cast-iron rule—column rule, sometimes.



TWENTY-FIRST WEEK.

In the 1902 PRINTERS' INK ad competition thirteen competing advertisements were received in time for consideration and report in this issue of the Little Schoolmaster. Of these the one reproduced on this page is thought to be the best submitted during the respective week.

This advertisement was constructed by G. H. Clapp, Johannesburg, Transvaal, and it appeared in the *Natal Mercury*, of April 16.

In accordance with the original offer a coupon entitling the holder to a paid-in-advance subscription to PRINTERS' INK, good for one year from date of presentation, was sent to Mr. Clapp when the marked copy of the paper was received. Two additional coupons, one to Mr. Clapp and one to the advertising manager of the *Natal Mercury*, were sent in accordance with the terms of the competition when a selection of the best ad for the twenty-first week had been made.

Mr. Clapp's advertisement will now be placed on file, and it will have further consideration later on, as specifically provided in the contest regulations.

Each of the twelve unsuccessful competitors for the honors of the twenty-first week received a coupon good for one year's subscription to PRINTERS' INK, as a partial consideration for their efforts.

## Ye Who Advertise, Hearken !

Whether you be a merchant, draper, ironmonger, grocer, or what not, you subscribe to and carefully read journals devoted to your trade.

Do you subscribe to one journal that is devoted to the interest of the increase of your sales—of your business expansion? None. Think of it, none!

You embrace all opportunities to inform yourself as to the best means of buying, but you jog along in the same rut you began in as to advertising, though well knowing it to be the very backbone of your sales. You make no effort to match your buying ability with capacity for producing telling, selling ads.

Did you never hear of PRINTERS' INK, published by Geo. P. Rowell & Co., 10 Spruce st., N. Y., a weekly journal devoted to the interests you have neglected—the kind of advertising from which business grows?

PRINTERS' INK costs you a guinea a year (or a sample copy may be had for a sixpence), which you can easily send by a Post Money Order.

Come now, haven't you neglected this—the advertising and sale-making side of your business—long enough? Many ads in this paper you wouldn't trouble to read, they do not interest. Others may not read yours for the same reason. Learn from the Little Schoolmaster in the Art of Advertising, as PRINTERS' INK is called, to make your ads so good, so strong, so attractive, that they will be read.

Subscribe to PRINTERS' INK at once and verse yourself in the construction of telling ads. Inform yourself no less in the art of making sales than in wise buying.

Subscribe to **PRINTERS' INK** now!

**GEO. P. ROWELL & CO.,**  
**10 Spruce St., New York, U.S.A.**

G. H. CLAPP, Adv. Agt., Johannesburg.

## THE VALUE OF NEWSPAPER PROPERTY. A DEAF MUTE SALESMAN.

The sale of the Philadelphia *Record* at public auction for the great sum of \$3,151,236.30 gives proof of the value of an established and prosperous newspaper of high character published in a large city. The history of the *Record* and its sale demonstrate, moreover, the stability of the value of a successful newspaper. The *Record* had exhibited large earning power under the management of its owner, Mr. William M. Singerly, and that power was not impaired by his financial embarrassments and death and the transfer of the property to the control of the Special Master Commissioner appointed by the United States Circuit Court. In the announcement made by the Special Master Commissioner it was stated that "the net profits for nine years, commencing July 1, 1892, and ending June 30, 1901, without deducting interest on bonded indebtedness, averaged for each year \$242,868.49."

More than four-fifths of the value of the *Record* is represented by its good will, that is, by the confidence reposed in it by its readers and its advertisers. The *Record* is a clean newspaper. Its reputation is high, it has been sanely conducted and its influence is exerted for good things.

The purchaser who came forward prepared to pay \$3,000,000 for this property would never have invested so large an amount of money in an asset so intangible as good will had he not been well informed of the solid value that inheres in the character and established patronage of a newspaper conducted with the sound judgment that has gone to the making of the Philadelphia *Record*.—*New York Times*.

Without neglecting old customers, try each day to get a new one. That's progress.—*White's Sayings*.

WOMEN are more impressed with advertising than men, and once their minds are made up concerning an article, they want just what they ask for. It is therefore anything but wise to try to persuade them to take some other article "just as good."—*Progressive Advertiser*.

The following interesting circular letter is sent out by Rogers, Peet & Co. It is enterprising.

NEW YORK, May 9, 1902.

DEAR FRIEND—I am said to be the only deaf-mute salesman in the world.

However that may be, by my personal attention I am sure I can make purchasing pleasanter for any deaf-mute.

Rogers, Peet & Company sell everything men and boys wear—clothing, furnishings, hats and shoes; and I am always ready to serve you at their new store, Broadway corner Thirteenth street.

If you don't find it convenient to come in, I shall be glad to have your orders by mail. We deliver free within 100 miles of New York, and send anything anywhere on approval.

Very truly,

*Lincoln Thomas*



"The parting gives us pain."

Goodbye Little Old Store, Opposite the Post Office.

You served our needs for twenty years but our business has now outgrown your facilities.

That's where the joy of the sorrow comes in.

After to-day we will be pleased to receive our friends and patrons of the old store at the new headquarters, 832-834 Broadway.

**SIX  
LITTLE TAILORS**

832-834 Broadway

(Bet. 12th and 13th Sts.)

2296 3d Ave., near 125th St.

A NEW YORK TAILOR'S AD.



## THE MAIL VERSUS THE SALESMAN.

The mail order question is one of the live issues of the present time. Every intelligent and up-to-date merchant or firm has a mail order department and some person to look after this branch of their business. Nearly all large firms and corporations have thoroughly organized and well equipped mail order departments, and the mail order business is one of the important factors in such concerns.

The reasons why the mail order business is supplanting the travelling salesman are many. The former is less expensive, more direct and effective, and through it visits can be made oftener. Another reason, the manufacturer or jobber gets in closer contact with his customers than by the old method. By the old system the trade was virtually controlled by the travelling salesman, whereas by the mail order system the manufacturer or jobber controls it himself. Stripped of all theories and of the glamor of literary or artistic skill, the writer of business literature is merely a salesman. His sales are not as direct as those of the travelling salesman, but in the final analysis he is simply trying to do, by means of paper, type and ink, what the salesman does in person by spoken words. Naturally the correspondent is obliged to employ methods somewhat different from those of a salesman who talks in person to a customer; he deals with the crowd rather than the individual; it is the difference between carrying a message in person and writing a letter about it. The personal element is largely eliminated; there is no shaking hands, no responsive glance of the eyes and no inflection of the voice. All these things which the successful salesman may do in person are largely impossible with the correspondent. I say largely impossible advisedly; the successful correspondent has a sort of personality, the personality of knowing the business he

represents, in most cases a very powerful factor in getting results.

A letter brings business by creating in the mind of the reader an impression favorable to the concern and their goods he is selling. Just how that favorable impression may best be created—just what means to employ—just what to avoid—how much to say and how much to leave unsaid—these are the things which constitute the art and science of correspondence. No one man knows them all. In fact, correspondence, like any other art, is largely a matter of instinct, of feeling.

The correspondent should remember that he is a sort of megaphone, as it were, talking of his goods to the public, talking, too, as the clerk does behind the counter, and using the same arguments that the travelling salesman on the road uses. The really successful correspondent ought to be able to write a hundred letters a day, or as many as circumstances demand, all practically conveying the same information; yet into each letter he will put enough personality that will impress the recipient with the fact that it was written in answer to his own communication. Understand, I do not mean to say that any man can write a hundred letters a day covering the same ground and not say much the same things; and more than that, there may be fifty letters out of the hundred which are word for word alike, and yet if he is thoroughly equal to his task he will be able to catch something in the manner of the inquiry, the locality from which it comes or the evident circumstances of its author, which will enable him to suit each reply to each individual letter. It is not always necessary to dwell on the price, unless the price is one of the chief attractions of the goods. Take shoes, for instance. In a good shoe at \$3.50 the price is one of its chief inducements. In a good shoe at about six or seven dollars the goodness is the chief talking point. When you write, write the best thing about your goods, whether that is the price, or workmanship, or style, or



facilities in delivery, or something else.

I believe that almost anything at a reasonable price for quality can be sold by mail, but there must be a difference in methods. There is no question but what you can sell high-priced goods to high-priced people, if you do it in the right way. A different sort of person buys a seven dollar shoe from one who buys a dollar and a half one. A different sort of letter should be addressed to them. The man who sets out to cater to this class must first understand what they want. If you are convinced that you are making shoes, for instance, that are really wanted by seven dollar people, then tell the seven dollar people what you have. Your letters should be well written, well expressed, interesting to read and should appeal to the intelligence of the people who read them. Your printed matter and catalogues for this class should be expressive, tasteful, well written and well printed. It should never look cheap. The mail order business is no more uncertain than any other business venture. It is subject to the same rules and conditions. It offers the same chances of success. The salesman cannot tell in taking up a line of goods just what he will do. He believes that it will pay, and tries to make it pay, and that is all that he can do. The correspondent cannot always foretell what a series of letters will do for him, but he can strike an average. You can closely estimate what a letter to a list of wisely selected customers will accomplish if the proposition is right.

The alert travelling man, instead of waiting for something to turn up, turns up something. The wide-awake correspondent employs every device suggested by a nimble wit to transform dullness into activity. He studies the requirements of the people who buy, he learns as much as possible of his customers' wishes and expectations, he finds out why they buy and why they do not buy. Then applies the knowledge gained to increase his sales. It is persist-

ence that pays in the mail order business, as well as on the road. You cannot expect to get a man's trade with one piece of mail matter, but with a series of good letters you can get trade if you deserve it. You cannot get every man's trade, no matter how much you deserve it, or how hard you work for it, but you can get a fair proportion of it. The correspondent should study the proposition before him, and then by being bold and persistent he will in most instances win his way. Just as faint-hearted travelling means failure, so faint-hearted correspondence spells defeat and discouragement.

#### ITS DEVELOPMENT.

The phenomenal growth of the value of advertising to all classes of trade is patent to the thoughtful business man, and the point has been reached where the probable error in laying out a successful campaign of advertising is very much less than in shaping the foundation for the internal efficiency of a business enterprise.

This state of affairs has been caused by the rapid absorption of the fundamental principles of "creating demand" and the legitimate methods to stimulate it along predetermined lines, until it is now a recognized fact that the science of advertising has advanced more rapidly than have the modern business methods with which it seeks co-operation.—*The Mahin Method.*

LIKE the would-be investor who won't commence until he has the world at his feet is the ad-man who can't make advertising pay until he handles a Wana-maker appropriation.—*White's Sayings.*

#### ADVERTISING EXPRESSION ILLUSTRATED.



"OPEN SUNDAYS."

## ONE DRAWBACK TO ADVERTISEMENT WRITERS.

Because a man can write a good advertisement to draw people into a circus and managerie, does not predicate that he can write a good advertisement for the ordinary, every-day kind of business. Indeed it has already become a recognized fact that the gifts which make one a writer of the announcements of a dry goods department store, are of no assistance in the preparation, say, of medical advertisements. And to write booklets requires still another kind of talent. What suggested the thought is the first instance of which there is an illustration than which none could be finer.

In the early fifties, Mr. A. Simonson, who conducts a hair-goods business on Broadway, near 22nd street, New York, began business in the same line in Bridgeport, Conn. It will be remembered that the late Mr. Phineas T. Barnum, the greatest show-man the world ever saw, came from Bridgeport. In fact Mr. Barnum and his family were great friends of Mr. Simonson's. What more natural, therefore, when the former began business, than to seek the latter's advice. As is well known Mr. Barnum was the greatest of advertisers. If any man owed his success to advertising, surely Mr. Barnum did. So when Mr. Simonson started, Mr. Barnum volunteered to write his first advertisement. He did. As subsequently described it was a hair-raising performance—but not exactly in the sense in which Mr. Simonson desired to raise hair. Mr. Barnum infused into it much of the lurid quality which had made such a success of his own announcements. The advertisement has, alas, been lost, more to the regret of the gentleman for whom it was written than to any one else's, for he thinks it is a distinct loss to literature.

This is the best illustration of the truth of the proposition advanced which it would be possible to give. This is not to say that an advertisement writer must restrict himself to some one narrow

field. No, the work has not yet been differentiated to such an extent, if indeed it ever shall be.

But what it is desired to enforce is that no one man is capable of writing on all the branches of commercial activity. Aside from the fact that it would never be possible within the compass of the longest lifetime to gain even a superficial knowledge of the various lines of endeavor, we are beginning to recognize that it requires more than a superficial knowledge to write about even the simplest.

The great drawback that the advertisement writer has to contend with, is that business men who are usually keen enough to discover their self-interest in other directions, do not see that it will pay them to let an outsider study their business from the inside sufficiently to gain even the salient points, before they shall write the ads designed to sell their goods. Every single business differs, even as the men at the heads of these different businesses differ. Is it not fair to presume therefore that something different may be said—and something may be differently said, concerning Brown's hat business from Jones' hat business? Of course this does not refer to their respective two inch column ads.

Surely as stated in the premise it takes two different conformations if not textures of brain, to treat of mechanical subjects and of art. And that is no wider apart than the poles between business pursuits. Think of asking the same writer, perhaps on the same day, to write an advertisement for a spring opening on millinery goods and to address a letter to the medical profession on the virtues of a new diastase of milk.

J. W. SCHWARTZ.

He who first succeeds in conducting his business without advertising will be greater than any of the trust managers or captains of industry. Many wonderful methods of doing business have been evolved by the geniuses of modern commerce, but none of them has succeeded in attaining any degree of success without the aid of publicity.

## AN EDITORIAL EXPOSE.

The March *Atlantic* contained some interesting "Confessions of a Provincial Editor," signed simply "Paracelsus." Editor Paracelsus bought a daily newspaper in a small city about six years ago and went into journalism with a very typical set of benevolent theories. As the circulation of the newspaper was about 2,000, there is every reason to believe that "provincial" is merely the *Atlantic's* nice way of saying "country." Mr. Paracelsus was "zealous to preach crusades" — to "stamp his own individuality, his own ideals, upon the people." In so far as these good intentions are concerned he failed, and his present confessions are meant to reveal the forces that he holds responsible for his failure.

At the outset he owned forty per cent of the stock of his paper. The remainder belonged to politicians of his own faith, and he found that he was expected to "keep right" with his machine. Advertisers compelled him to keep silent about things that needed airing. In time he got a controlling interest in his paper, but when he attempted to expose a municipal steal his political friends forced him back into the ranks of the unjust. The upshot of his attempt to work out beautiful journalistic theories is that now, after six years of matter-of-fact newspaper publishing he enjoys a good income, can have a consular post when his party comes into power, has a family whose future is assured, is respected in his community, and—by his own admission—belongs to the Devil. But the place where his ideals lay is still tender, and he makes these anonymous confessions by way of showing what a circumscribed thing the "freedom of the press" really is:

As I have grown to phrase the matter, a newspaper is a contrivance which meets its payroll by selling space to advertisers. Theoretically, newspapers, of all business ventures, should properly be hitched to a star. Yet I have found that if any hitching is to be done it must be to the successful politician. Sell its space to the advertiser, its policy to the politician. The advertiser seeks the largest circulation. The biggest ad-

vertiser seeks the cheapest people. The man of culture does not buy \$4.99 overcoats, the woman of culture 27-cent slippers. The newspaper must see that it reaches those who do. The *Herald* started with a circulation slightly over 2,000. My rival stole its telegraphic news bodily; I paid for a service. The people seemed to care little for attempted assassinations of the Shah, but were intensely interested in pinochle parties. I gave them pinochle parties. Still my circulation diminished. I wondered why, and compared the papers. I "set" more matter than he. My headlines were smaller. His tone was much lower; he printed rumor, made news to deny it, did a thousand and one things that kept his paper "breezy." I put in bigger headlines—outdid him. I almost abolished my editorial page, making of it an attempt to amuse, not to instruct. I printed every rumor my staff could catch hold of. Success came when I exaggerated every petty scandal. I compromised four libel suits and ran my circulation up to 3,200 in eleven months.

Well-written editorials in a small daily are wasted thunder. The advertiser has noted the decadence of the editorial page. An advertisement on a local page is worth much more, and he pays more for the privilege. I shifted my center of editorial gravity to my first and local pages. I now editorialize by suggestion. News carries its own moral—the bias I wish it to show. This requires no less skill than the writing of editorials, and, greatly as I deplore it, I find the results pleasing. I mastered the philosophy of the indirect. I gained my ends by carefully coloring my news to the ends and policies of the paper. My paper was supposed to have influence. When I wrote careful and patient editorials it had none. Editorial warfare as conducted fifty years ago is obsolete. My public doesn't care for good writing. It has no regard for reason. During one political campaign I tried reason. That is, I didn't denounce my adversary. Admitting he had some very good points, I showed why the other man had better. The general impression was that the *Herald* had "flopped," just because I did not abuse my party's opponent. A paper is always admired for its backbone, and backbone is its refusal to see two sides to a question. I have reached the "masses." I tell people what they knew beforehand, and thus flatter them. Aiming to instruct them, I should offend. God is with the biggest circulations, and we must have them even if we appeal to class prejudice now and then.

These confessions as a whole are very frank, very interesting, and—beyond doubt—very true. But they are not the whole of "provincial" journalism. Almost the first thing that will impress a careful reader is the fact that, by his own confessions, Mr. Paracelsus' ideals were not of the imperishable sort. What he mistook for ideals may have been the indefi-

nite, bookish thing that every youngster brings from college. These fade before the world of men like icicles in the sun. The actual ideal molds men to its purpose. The man who has one is a fighter, and when he lays the murder of his ideals—or part of it—to the advertiser, he forgets that the advertiser is simply a man, plus power. All men would suppress newspaper stories could they but wield the influence. It is, therefore, hardly fair to the advertiser to class him with the politicians who owned the *Herald*, and the little picture of the "biggest clothier in town," with his "great seal hanging from a huge hawser-like watch-chain," is not only unfair but smacks of the cheapest product of Park Row. The real advertiser is not a paragon, but he usually has taste in jewelry and is something of a gentleman.

Again, Mr. Paracelsus may have picked a poor field. Certainly he used poor newspaper tactics, for the kind of daily which figured in his ideal is not built up by leaps and bounds. His policy was of a pure "yellow," and a superior shade of "yellow" by way of opposition would win all his gains away from him. His town will hardly support a New York *Post*, but in a field large enough for such a paper he could have preserved the outlines of his ideal, at the least. The ideal of a man's imagination and the ideal which he embodies in flesh and blood humans are widely different. But a Lincoln keeps his ideal with ribs fairly intact, and furthers it with the intrigues of the pettiest politician. There are as many rascals in the newspaper business, perhaps, as in any other way of life.

THE intrinsic merit of the article must be thoroughly considered before large sums of money are spent in advertising it, and the quality of the goods must be maintained at all times, if it is to be benefited by the use of printers' ink.—*Progressive Advertiser*.

It is not easy undertaking to communicate effectively and intelligently with the public, and no general advertiser can do this with an inferior class of goods. Purchasers as a rule understand this, and therefore insist upon getting well-advertised articles.—*Progressive Advertiser*.

NINE-TENTHS of the failures in advertising are caused by an attempt to do in one month what it has taken other firms years to do.—*White's Sayings*.



Consider now the Policeman  
Is the Policeman Alarmed?  
Bless you, No!

Why, then, so Pempadour an  
Aspect?

That shows Absorbed Interest  
And the Two Persons Operating  
upon a Third?

Oh, that's a Mere Detail.  
What Manner of Men are They?  
They are Thugs.

Will not the Cop Butt in?  
Not he.

Why not?  
He is Engaged on a More Im-  
portant Case.

Which is?  
The Mystery of The Hound of  
the Baskervilles.

How does the Cop figure?  
He is Assisting Sherlock  
Holmes.

To do What?  
To Catch the Hound.  
And will the Obliging Police-  
man Catch the Hound?  
Probably not. But You can.

How so?  
By Following his Trail to a  
Book-Shop and Surrounding Him  
with \$1.25 in Coin of the Realm.

Further Information Next Week or From  
MCCLURE, PHILLIPS & CO.,  
New York City.



A BOOK AD FROM THE N. Y. "SUN."

## THE CINCHO-CODINE PILL.

Augustus Watts, Ph.D., M. D.,  
 Was feeling sore dismayed;  
 For there was "nothing doing,"  
 And bills that must be paid.  
 Augustus was an able man,  
 Quite competent to rise,  
 But patients failed to come his way,  
 He dared not advertise.  
 For "ethics" ruled the doctors' trade,  
 With influence malign,  
 And advertising was "taboo,"  
 Save for a neat brass sign.  
 A desperate resolve he took,  
 For starving made him ill;  
 He bade good-bye to "ethics," and  
 Invented a new pill.  
 By printers' ink its fame was spread,  
 And thousands day by day  
 Were glad to pay their cash and take  
 A box of pills away.  
 The "Cincho-Codine Compound Pill,  
 Augustus Watts, M. D.,  
 Was guaranteed to cure the "blues,"  
 And cure them rapidly.  
 His fellow doctors were dismayed,  
 With bitterness disguised,  
 Called him a "quack," a "poisoner"—  
 He smiled yet advertised.  
 Augustus Watts, Ph.D., M. D.,  
 Is advertising still;  
 And thousands bless the man who makes,  
 The "Cincho-Codine" pill.

## SENTIMENT IN BUSINESS.

That business is one thing and sentiment another, has become almost an axiom in the mind of the modern commercial world, and that they can never mix and must forever be kept apart has been thought equally true.

But the searchlight methods now turned upon the present modes of advertising indicate that, with many other time-worn ideas, these two will have to be given up.

Dig into the heart of the cool, reserved business man to-day and you will find it just as full of bright, warm red blood as is that of the man to whom the word business is a horror.

With the dreamer the expression of sentiment takes the form of poems and paintings and word images, which tell how much he can love or sacrifice or enjoy, but the modern business man, by tireless energy, unremitting toil, and almost savage concentration, heaps up piles of golden dollars, and with them tells how he feels.

He may not paint with word, or color, or lovely sounds, but his beautiful home, his daintily adorned family, his large charities, his watchful care over trusted employees, show that every act and move he makes is shot full of deepest, truest, most lasting of sentiment.

And the same incentive that causes to blaze on the breast of a millionaire's wife the wealth of the diamond fields, finds a hearty echo in the bow of ribbon that the humble wage-worker carries carefully to his heart's delight.

Take sentiment out of the pages of modern magazine advertising, and the hint of baby fingers, the happiness of loving women's eyes, the enjoyment of gratified men, the reflection of the whole best side of human nature flies with it.

Read sentiment and lots of it into your advertising; understand fully how

mighty a factor it is in the developing of the purchasing thought in human minds, and you take hold of a lever strong enough to move the world.

Touch the springs that respond to the feelings that prompt love of home, of sweetheart, of sister, and you infuse into your advertising a drawing power that will command success of the greatest sort.

Leave sentiment out of your calculations, be tremendously practical, pride yourself on having good, common sense, insist on giving absolutely nothing but plain facts, then watch the fellow who realizes that human hearts, love and sentiment are not for one moment to be overlooked, leave you behind in the race for success.—*The Mahin Method.*

## THE KANSAS CITY ACADEMY OF MEDICINE AND ADVERTISEMENTS IN THE NEWS-PAPERS.

Dr. J. W. Kyger, of Kansas City, recently read a paper on the decadence of the American people, tracing this to the decreasing birthrate. The Academy appointed a committee which has drafted a series of resolutions to be sent to State and national societies and to the Postmaster-General. The purport of these resolutions is that the decreasing birthrate is largely due to the general use of nostrums, etc., to prevent conception or to produce abortion, and that this general use of such criminal drugs and devices is due to the advertisements in the newspapers of "Personal Medical Advertisements," "Guarantees," "Sure Reliefs," "Sure Preventions," etc. It is said that in some "Sunday editions of reputable papers" as many as two columns are occupied by these infamous advertisements. We think the appeal to the Postmaster-General will be of little avail directly, because these "reputable papers" are not distributed to any considerable extent by mail.—*American Medicine, Philadelphia.*



THE ORIGIN OF ADVERTISING.

## PATENT MEDICINE ADVERTISING.

It is safe to state that over 50 per cent of all newspaper advertising in this country is devoted to patent medicine. Going a step farther and taking into consideration the immense sums proprietary medicine firms spend in distributing printed matter, circulars and in billposting, street cars as well as newspapers—it is acknowledged that more money is spent in exploiting patent medicines than any one line of business. The magnitude of this subject can therefore be readily appreciated, and it is the desire of the writer to simply deal with some advertising methods that are now being successfully utilized by medicine concerns.

There are so many people who fail to profit by the experience of others that when you find a person who has thought out and arranged an advertising plan so carefully that success has crowned its operation, you feel like taking off your hat to him. It is the exception. How many advertisers succeed in comparison to those who fail? This is a hard question to answer, nevertheless it may be stated upon good authority that for every success there are ten failures.

If every one of these failures could be analyzed, what food for thought they would furnish! Why, the isolated druggist in Medicineville, with a sure cure for kidney trouble, to the millionaire sarsaparilla manufacturer, would read and reread them. But to properly apply the knowledge gained is the question to be solved.

Stop a moment and consider what the medicine maker must decide.

Is my preparation a mail-order or publicity proposition?

What territory shall I first cover?

Shall I include cities as well as country towns?

Shall I distribute samples and printed matter?

If so, had I better make it a house to house distribution or from the druggists or the newspaper office?

Shall I use billposting and street cars?

Shall I use newspapers?

What shall I appropriate for the advertising?

What kind of display matter, placards, booklets shall I furnish druggists?

On what terms shall I sell?

Had I better handle all orders through jobbers or from retailers as well as jobbers?

Shall I start advertising before or after goods are distributed?

Shall I employ salesmen?

What kind of follow-up work shall I institute?

Shall I endeavor to stock up dealers or sell small orders?

I could go on and on, adding question after question, but the idea must prevail that a good advertising agent is invaluable in solving these problems.—*The Mahin Method.*

Nothing of weight or worth can be achieved with half a mind, with a faint heart, with a lame endeavor. Write whole-souled ads.—*White's Sayings.*

## BAKER CHOCOLATE LITIGATIONS.

When William H. Baker of Winchester, Va., commenced the sale of chocolate in packages simulating those of Walter Baker & Co., he was enjoined from using the name "Baker" or "Baker's" alone, or the name "W. H. Baker & Co." and was required to state in prominent type upon his packages "W. H. Baker is distinct from the old chocolate manufactory of Walter Baker & Co." Five years afterward another William H. Baker commenced the manufacture of chocolate at Syracuse, N. Y., and placed his name on his goods. Mr. Baker of Virginia then obtained an injunction restraining Mr. Baker of Syracuse from using the words "W. H. Baker" or "William H. Baker," but permission was given to use "William H. Baker" conjoined with "Syracuse." The United States Circuit Court of Appeals has affirmed decrees of the lower court. Judge Wallace says: "The complainant, notwithstanding he commenced business under false colors and occupied a position which did not commend him to the very solicitous consideration of the court, was entitled to be protected in the circumscribed use of his own name which had been accorded to him by a court of equity. He had no right to complain of the use by another of a rightful patronymic, and much less of the name of Baker, in selling the same class of products; but he had a right to complain if a competitor was endeavoring to palm off his own products as those of the complainant by the use of the same name on misleading circulars or otherwise, and was entitled to be redressed."—*New York Times.*

AGATE type and fulsome descriptions are not out of place in mail order papers.—*The Mahin Method.*

It's not the space occupied or the peculiar signature that makes the ad. It's what the public gets out of the space.—*White's Sayings.*

"No trouble to show goods" is the good old stand-by motto of many a dealer. There is, however, lots of trouble in showing to the purchaser's entire satisfaction that an unknown article is "just as good" as the well-known one that is asked for.—*Progressive Advertiser.*

## ARRANGED BY STATES.

Advertisements under this head 50 cents a line each time. By the year \$25 a line. No display other than 2-line initial letter. Must be handed in one week in advance.

## PORTO RICO.

LA BRUJA, Mayaguez, P. R. Established 1896. 2,000 copies daily. Published every day, Sunday excepted. This is the most popular paper in this country. Advertisement rates: From 1 to 5 inches, 10c. an inch per insertion. Higher than 5 inches, appropriated rates.

## CANADA.

CANADIAN ADVERTISING is best done by THE DESBARATS ADVERTISING AG'TY, Montreal.

**CLASS PAPERS.****ADVERTISING.**

**PRINTERS' INK** is a magazine devoted to the general subject of advertising. Its standing and influence is recognized throughout the entire country. Its unsolicited judgment upon advertising matters is of value to intelligent advertisers as being that of a recognized authority.—*Chicago (Ill.) News.*

**PRINTERS' INK** is devoted exclusively to advertising—and aims to teach good advertising methods—how to prepare good copy and the value of different mediums, by conducting wide open discussions on any topic interesting to advertisers. Every subject is treated from the advertiser's standpoint. Subscription price \$5 a year. Advertising rates, classified 25 cents a line each time, display 50 cents a line. 1/4-page \$25, 1/2-page \$50, whole page \$100 each time. Address **PRINTERS' INK**, 10 Spruce St., New York.

**Displayed Advertisements.**

50 cents a line; \$100 a page; 25 per cent extra for specified position—if granted.

Must be handed in one week in advance.

BRITISH ADVERTISERS' AGENTS

**Gordon & Gotch**

Estimates and every information supplied.  
St. Bride St., London, Eng. Founded 1853.

**THE  
RIGHT  
SORT**

The subscription list  
of the

**BUFFALO  
REVIEW**

is the cream of the  
newspaper clientele.  
The purchasing public  
read the Review  
every morning.

**VREELAND-BENJAMIN  
ADVERTISING AGENCY,**  
150 Nassau St., New York.

**1,000  
Eight - Page  
Booklets for  
\$10  
5,000 for \$26.00**

**SEND FOR  
A SAMPLE**

We will set in type,  
supply stock, print  
and bind 1,000 8-pp.  
booklets, size 3½ x 5  
inches, for \$10, or  
5,000 for \$26. Will  
give good type display,  
use good paper,  
print in any color ink  
you say, and guarantee  
you a first-class  
job in every respect.

**SEND FOR  
A SAMPLE**

Address

**Printers'  
Ink 10 Spruce St.  
New York  
Press N. Y.**

We also write and set attractively in type  
Advertisements of every description. This  
is one of our specialties, and we have a knack  
of setting an Advertisement so that it stands  
right out on the page and demands attention.



## RIPANS

I was troubled with indigestion and dyspepsia as long as I can remember. I had no appetite, and the little I ate distressed me terribly. All day long I would feel sleepy and had no ambition to do anything. Since taking Ripans Tabules I feel decidedly better. In the morning I am fresh and sound and my appetite has improved wonderfully.

At druggists.

The Five-Cent packet is enough for an ordinary occasion. The family bottle, 60 cents, contains a supply for a year.

## The Evening Journal

Jersey City  
N. J.

A two-cent local paper.

Enterprising but not sensational.

HOME not Street circulation.

Only one edition daily, hence:—

Every copy a family of readers.

### Circulation Averages

1899,	1900,	1901,
14,486	15,106	15,891

**1902, 17,160**

The American Newspaper Directory awards the mark **©©** for quality of circulation.

ONE LIVE UP-TO-DATE PAPER HAS

## THE RIGHT OF WAY

INTO **SEVEN-EIGHTHS** OF THE HOMES OF TACOMA AND THE BEST HOMES OF **141** TOWNS IN SOUTHWESTERN AND SOUTHERN WASHINGTON—A PROSPEROUS FIELD, EXPANDING MONTHLY.



**HENRY BRIGHT**

Tribune Building, New York.  
Boyce Bldg. Chicago.



## READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

Don't "knock" your competitors. It isn't nice and there's nothing in it anyhow, except, perhaps, a little advertising for them. The people whose business you are after are likely to take it as an indication that your competitors are offering values that bother you, and your "knocking" is likely to have an effect just the reverse of that intended, no matter how true your statements may be. If the man who wrote this ad had first hung his hammer out in the woodshed, cutting out the first paragraph, and putting in some prices, he would have made a good ad.

### Ingrain Carpets

When you want a fake ingrain carpet go to the other fellow.

When you want a real extra super pure wool ingrain carpet come to us and ask for a Monitor ingrain.

We want to sell you a carpet that will make you feel kindly toward us after the carpet has been subjected to wear.

*A Reason for the Special Price Would Have Strengthened This One.*

### Saturday Sale of Sample Hats, Soft and Stiff, at the Globe

These hats are made by one of the most prominent union manufacturers in this section, and are in latest styles. We had thought to use his name in connection with this sale but he'd rather not have us on account of the extreme lowness of price we are to sell at—98c.

The soft hats are of latest Panama shapes, in pearl, steel and black. They are high class sample hats and worth \$2, \$2.50 and \$3. Your choice Saturday for 98c.

The stiff hats are in black, oxford and light and seal brown. They are of approved spring styles and of good stock. Value \$1.50 to \$2.50; price, here Saturday 98c.

### Lawn Mowers.

#### After the Rain

the grass will grow, but before it grows much more maybe you'd do as well to choose a new lawn mower.

If you take our advice and choose the American Ball Bearing Mower we'll guarantee you'll not have the least reason to regret your choice.

It does run easily. It does cut evenly. It does last long; and it's easily cared for and kept sharp—it keeps itself sharp.

If your lawn needs a "patching up" we've the Landredth's lawn grass seed, and the Bowker fertilizers—they're all right.

*Always have the New Wrinkles that are Good, and Tell About Them Before the Other Fellow Does.*

### New Nightshirts For Men \$1

The new wrinkle, that betokens comfort on hot summer nights, consists in the half-sleeves—thus saving the long sleeves the trouble of crawling up to your elbow.

The nightshirts are collarless, too, and neatly trimmed with embroidery. They are cut full and ample, made of fine Wamsutta cambric, in our own factory. Pearl buttons and hand-worked button holes.

The best nightshirts you ever saw for the price—one dollar.

*Another Timely One.*

### Now for a Case of Barcla Soda

Now is the time to get the initial case.

It's pretty near hot weather—pretty near hot enough to give one a thirst.

Send in the order, by telephone, postal or in person for a case.

Barcla is the purest water that enters into bottled soda water anywhere in this section.

Ingredients: Pure artesian well water, pure syrup, pure sugar.

I like these straight-from-the-shoulder ads—ads that get right down to business in the very first line and stick to the text all the way through. There's no waste of space in printing or of time in reading them and they get results when the indirect sort fail even to get a reading.

Here is one of that sort, which, while it may jar a little at the first glance, is pretty sure to get and hold the attention of people who are in need of the thing it exploits.

### It Kills Bed Bugs

and all vermin—does Simon's Eureka Bed Bug Poison, 25c a bottle.

It's so certain in its results that we also call it "Sure Death," but that matters not—it kills the bugs, and it kills germs; and it does it without leaving a stain or odor.

You might just as well start in right now at house cleaning time and make a dead sure thing of the bugs.

Eureka is to be had only at the store of the originator.

*Good.*

### Charming Sun Hats

Call them what you will—they are equally fascinating in any case. They're for golf, for garden or lawn, for country driving—wherever a light, pretty hat of sheer lawn with flounces, frills and streamers can be used. And picturesque, always. In white, white with black edging, pink or light blue.

Prices, from \$1 to \$4.50.

*Lawn Mowers.*

### The Great American

ball bearing lawn mower is sold only at our store.

It is sold with the guarantee that it is unequalled in all those features that go to make up the sum total of lawn mower excellence.

It cuts smoothly, runs easily; is easily cared for, is self-sharpening and durable.

You'll be a thoroughly satisfied man at lawn mowing time if you take our advice and buy a "Great American" ball bearing lawn mower.

*Watch Repairing.*

### The Balance Wheel

Look inside your watch a moment. The balance wheel is making 18,000 vibrations an hour, if it's in good condition. If the movement is sluggish there's something wrong. It will move 3,558 miles in a year, and requires less than one-tenth of a drop of oil to make the run. But it needs that little badly. The least increase of friction on the bearings alters the motion. Don't take chances. Let me clean and oil and put your watch in order for a year. It will pay and satisfy you.

*A Grocer's Offer.*

### A Few Weeks' Trading at Church's

and you have secured a dinner set free.

And it's a corking nice article. And its a corking nice article of dinner set, too.

It's one of the best qualities of decorated china ware.

And the pattern is as choice and dainty as you please.

You get coupons along with your every day trading.

You can obtain the set piece meal or in a bunch.

That part's up to you, and you may suit yourself.

And groceries here are away down in price.

*Excellent.*

### The Oxford's the Thing

Fashion orders you to wear low shoes this season. Comfort nudges you, and says "do!" And so rarely do fashion and comfort stand up together, that it is wise to take advantage of the unusual situation. Hence, Oxfords for your Summer shoes!

If you're a woman, put bows and buckles on them—if you're a man, wear what you like—patent leather, to be most stylish.

But, to whatever style, shape or leather your fancy may lean, don't forget that they are all here in this all-inclusive collection—the best anywhere at a given price. Here's an Oxford concordance.

*Just Enough.*

## Shirt Waist Time

is here, and every woman wants them pretty. We have just secured two groups of shirt waists that will satisfy women fully in the matters of quality and looks, and they will be doubly gratifying because of their little prices.

First group at one dollar each!—Includes waists of fine lawns in fancy stripes and figures on white or colored grounds; and others of white dimity, with fronts plaited at neck, opening at side; with stock collar and tie. They sell regularly for \$1.75.

Second group at \$1.50 each!—Is a collection of white lace, or small white pearl buttons. The usual prices would be \$2.50 to \$3.

*An Excellent Argument for an Op-  
tician.*

## Sadly Dwarfed

There's an excellent illustration of the far-reaching helpfulness of properly adjusted glasses, in the case of the little girl who was brought to me by her mother with the explanation that she seemed not to get interested in her studies, nor take part in the outdoor life of other children.

I found both eyes defective, corrected them with glasses, and now the mother, much pleased, tells me her child is "just like the other girls."

Without glasses that child's whole life would have been sadly dwarfed and burdened.

*Well Said.*

## Kamonas, White and Fancy At Scott's

White Kamonas with the new wide La Belle sleeves.

All plain white with no trimming to mention, but with stylish wide cuffs and wide reverses.

White trimmed with embroidery.

White elaborately trimmed with laces and ribbons.

White grounds with colored polka dots.

Polka dot bodies with plain white trimmings.

Blue and pink with Persian trimmings.

White—50c to \$2.69.

Colored—50c to 98c.

*Here's a Man who says His 25c Shirts  
are Just as Good as His 50c Ones.*

## Cheviot 25c Shirts

Collars attached. There is no better fifty cent working shirt made than these we offer at half price.

We have them in all sizes for both men and boys, and in all colors, including blacks with white stripes.

Cheviot is great for wear, and these shirts are well made.

If you care to get two shirts for the price of one don't put off coming too long, as they won't last forever, and first comers will profit by having best picking and be sure to find just the color and size they want.

A hint to the wise is sufficient.

*This One will Make the Right Im-  
pression.*

## 75c Derby-ribbed Lisle Underwear For 39c

A timely sale. An unusual value. Men who have enjoyed the comfort of lisle underwear will readily recognize the great value. Those who are not familiar with it will need but look to satisfy them of the worth.

The derby-rib is a brand new weave as applied to lisle, and makes a handsome, durable, shapely garment.

We won't be able to duplicate this lot to sell for less than regular price (75c) so it behooves the wise to be around early Saturday.

The shirts are silk trimmed, pearl buttoned and French necked. The drawers have double seats, French drawer straps, suspender tapes, and pearl buttons. Every stitch is perfect, and the sizes are right.

It is the best underwear bargain we ever heard of.

*Says Just Enough.*

## Children's Hosiery 19c

Fine ribbed, fast black, double knee, heel and toe.

The best quarter stocking on the market and our guarantee with every pair. They're perfect.

One hundred dozen reduced to 19c—to-night. 7 to 10.

## ABOUT FRENCH CANADIANS.

There are one and a half million of people in the Province of Quebec, the region of which Montreal is the center.

There are 450,000 in Montreal and suburbs alone. Montreal is a conservative but enterprising city—it is the largest city in the Dominion—it is growing.

Eighty per cent of the inhabitants of Quebec Province are French Canadians.

The French Canadian of Canada is universally recognized as the most substantial and dependable citizen of

erature, French books, French papers. The French language is recognized in Parliament. The minutes of all proceedings and debates are printed in both French and English. A speech in the House may be made in either language. Court records are kept in the same way.

The Premier of Canada is a French Canadian—Rt. Hon. W. Laurier.

Four of the ministers of the Dominion Government are too.

The Lt.-Governor, the Premier of the Province of Quebec and a large majority of the members of the cabinet are French Canadians.



For the advertiser to attempt to reach this large and influential people through the English newspapers in Canada is folly.

Any advertising appropriation which does not include the largest daily newspaper

foreign origin in the country. He is loyal to the institutions of his country and patriotic to the back bone, although cherishing a deep affection for the mother country of his origin. He lives well, and within his means; he buys carefully and pays for his purchases.

There is one point upon which the French Canadian has been often criticised and admired, it is—his love for his mother tongue; his refusal to abandon it. The French Canadian *speaks and reads French*. It is not a "patois," but French as recognized by the Academie of Paris.

He is French and reads French lit-

erature of Canada and take into consideration the Canadians who speak the French language will prove a defective plan of advertising campaign.

## ABOUT CIRCULATION.

## QUANTITY.

In determining the value of a publication as an advertising medium, the first point is that of *quantity of circulation*.

The *sworn* daily circulation of *La Presse* is over 70,000 paid copies a day.

It is the largest circulation in British

North America without any exception, French or English.

It is greater by over 15,000 copies a day than the circulation of any English daily in Canada.

There are published in Canada nine French daily newspapers. The total of their circulation is 55,000 a day. *La Presse* alone swears to over 70,000 a day, thereby exceeding the combined circulation of all the other dailies of the country by over 15,000 a day.

By using *La Presse* advertisers will practically cover the entire French population of Canada.

It will be unnecessary for the advertiser who does this to advertise in any other French newspaper in the Dominion.

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#### QUALITY.

The second most important consideration in an advertising medium is *quality* of its circulation.

It is unnecessary to say any more about the quality of the circulation of *La Presse* than that it reaches a class of thrifty, well-to-do citizens, many of them wealthy. There can be no better quality of circulation.

---

#### GUARANTEED CIRCULATION.

The circulation of *La Presse* is sworn to, every year, every month and every day. The following clause is inserted in every advertising contract:

*"This contract can be cancelled at any time if the regular circulation, as claimed, is not proven. Moreover, all amounts paid on advertisements already inserted will be refunded."*

Circulation books are always open. and the five large presses run every day in full view of the public.

No other daily of Canada offers such a guarantee.

Every claim that is made here is an

honest one and the advertiser has a right to investigate. We stand ready to prove these facts about *La Presse*.

The advertiser is in good company in *La Presse*. The advertising columns are kept clean; no indecent or repulsive ads are tolerated, and are refused regardless of the rate offered.

Its news system is the most perfect in Canada. In enterprise and go-ahead it easily leads all its contemporaries, English or French.

*La Presse* solved the problem of winter navigation on the St. Lawrence River at the expense of its proprietor, Hon. T. Berthiaume. It sent two men on a record breaking trip around the world in competition with the leading newspapers of France, the United States and England.

Its home is one of the largest and best equipped buildings of its kind in America.

The French Canadian is a power in the land. He cannot be ignored. He makes a good customer. He is best reached by *La Presse*.

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#### ABOUT TRANSLATING.

*La Presse* has a staff of thorough French-English experts who translate the English copy for advertisers. The advertisements are translated with the utmost care. They are rendered in strong, accurate, convincing French.

No charge is made for this careful translation, and absolute accuracy is guaranteed.

---

"LA PRESSE,"

MONTREAL.

---

Largest circulation in Canada, without exception.

---

We have no representatives. Write direct.

# Taking Chances in Advertising

may not always be wholly eliminated—but they can be reduced to a minimum by employing the services of a competent agency. To merchants and manufacturers who want to advertise, we offer our services, experience and facilities for planning, writing, illustrating and placing publicity. We advertise anything — anywhere — any time. Call on or address GEO. P. ROWELL & Co., *Advertising Agents*, 10 Spruce St., New York.

# Hope Health Happiness

are three primary essentials to a successful life. To help its readers attain these is the object of **The Magazine of Mysteries**. This publication is the most optimistic in the world. It is full of bright, cheerful and helpful ideas. Nothing pessimistic is ever printed in its columns.

It teaches that health is positive, not negative, and can be acquired and retained without the use of drugs—that happiness is the birthright of everyone and that the cause is within, not without, each individual. Its teachings will help everyone to cultivate a happy and contented disposition.

There is nothing frothy nor frivolous about

## The Magazine of Mysteries

It appeals to the great mass of thinking and intelligent people who are seeking to get the best out of life, who are anxious for and susceptible to new ideas.

These people have money—no better in the world for an advertiser to reach who has an article of merit. An advertisement brought to their attention would prove most profitable.

A circulation of 50,000 built up within a year is proof positive that the paper is on right lines. It is a subscription paper (\$1.00 per year). No sample copies.

Only high-grade advertising solicited. Rate, 30c. per line. For further information address

**The Magazine of Mysteries,**  
22 North William Street, New York City.

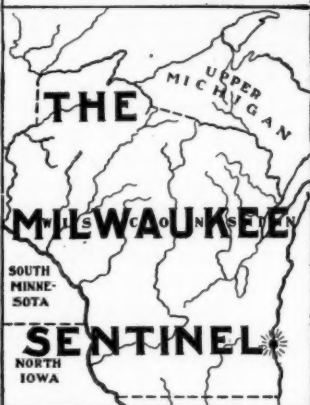
**Progressive  
Profitable  
Publication**

During the  
year 1901

# The Milwaukee Sentinel

made a gain of over  
33  $\frac{1}{3}$  per cent on its  
own circulation. The  
averaged figures are:

You cant cover Wisconsin,  
upper Michigan, southern  
Minnesota and northern  
Iowa without using



What's more, you need use  
no other daily or Sunday  
paper to work this field  
satisfactorily.

Daily	FIRST QUARTER, 1901	Sunday
25,745		21,693

Daily	ENTIRE YEAR, 1901	Sunday
28,768		25,736

Daily	LAST QUARTER, 1901	Sunday
30,206		28,877

Daily	FIRST QUARTER, 1902	Sunday
30,966		31,600



**ALL**

advertisers who desire to  
cover the Chicago field  
must

**USE**

the paper that is read in the  
homes of the people,

**The  
Chronicle**

It covers Illinois, Wisconsin,  
Iowa, Northern Indiana  
and Southern Michigan.

# What Advertisers Get

WHO USE THE

**Cincinnati (Ohio) Daily Times-Star.**

---

The only evening Republican paper.

The only evening Associated Press paper.

The only evening ten to twelve page paper.

The only evening paper that has 146,000 circulation.

The only evening paper that gives advertisers all editions without extra charge.

The paper that is delivered by carrier into more homes than any other two Cincinnati dailies.

The paper that is eleventh in point of circulation among all the great dailies of the United States.

The paper whose circulation can not be substituted.

The paper with the lowest rate per line, per thousand circulation.

---

For detailed information, estimates, etc., address,

**E. A. BERDAN,** Direct Representative,

86 Potter Building, New York.

# Acme of Perfection

Office of "The Armstrong Republican,"

KITTANNING, Pa., March 27, 1902.

Printers Ink Jonson, New York, N. Y.:

Dear Sir—Please send me a copy of your price list as soon as possible, as I want to order some ink. I have, during the past year, been so humbugged with inferior inks that my first order will not be a large one, but sufficiently large to make a thorough test of your ink. Every person seems to set up the extravagant claim that their inks are the best. I want yours to be only as good as the best. If satisfactory, other orders will follow in due course of time; if not—well, that's the end of it. Sincerely yours,

ISAAC MILLER, Publisher.

KITTANNING, Pa., March 31, 1902.

Printers Ink Jonson, New York, N. Y.:

Dear Sir—Inclosed find my check for \$1.50, for which please send me by freight 25 pounds of your best news ink, my object being to test it myself before sending you a larger order. I will say, however, that if your ink gives me good satisfaction I will hereafter purchase all my job and news inks from you. Sincerely yours,

THE ARMSTRONG REPUBLICAN,

Isaac Miller, Publisher.

KITTANNING, Pa., May 17, 1902.

Printers Ink Jonson, New York, N. Y.:

Dear Sir—I have tried and thoroughly tested the keg of news ink recently bought from you, and wish to say that I am perfectly satisfied with it. It is wholly unobjectionable in every respect. You, in its manufacture, have, I think, reached the very acme of perfection. Hereafter I shall order my inks from you when needed, and without hesitancy. Sincerely yours,

THE ARMSTRONG REPUBLICAN,

Isaac Miller, Publisher.

My News Ink is sold as follows:

25 lb. kegs	-	\$1.50
50 " "	-	2.75
100 " "	-	5.00
250 " "	-	11.75
500 " barrels	-	20.00

My terms are cash with order, otherwise I don't ship the goods. I guarantee every ounce of my ink, and when not found satisfactory I cheerfully refund the money and pay the cost of transportation. My job inks are the finest ever produced by the art of man. Send for my price list. Address

**PRINTERS INK JONSON**

**17 Spruce St., New York**

Increased  
Advertising,  
LINES,

32,100

Increased  
Circulation,  
COPIES,

306,607

THIS SHOWS THE GROWTH OF

# THE PHILADELPHIA INQUIRER

During the past month as compared with the corresponding month of last year. And it is a remarkable showing, as is seen by the following tables:

## CIRCULATION

showing the number of copies sold each day of APRIL:

1 .... 178,652	11 .... 178,502	21 .... 178,817
2 .... 178,468	12 .... 180,491	22 .... 178,715
3 .... 178,392	13 S... 160,832	23 .... 178,976
4 .... 182,151	14 .... 179,021	24 .... 179,007
5 .... 180,370	15 .... 179,256	25 .... 179,204
6 S... 163,507	16 .... 178,707	26 .... 180,941
7 .... 178,835	17 .... 178,735	27 S... 159,394
8 .... 179,527	18 .... 178,392	28 .... 179,086
9 .... 178,214	19 .... 181,103	29 .... 178,760
10 .... 178,579	20 S... 162,034	30 .... 178,771

Total for month of April, 1902, 5,305,730 copies.

" " " " " 1901, 4,999,123 "

Gain over last year ..... 306,607 "

## ADVERTISING

showing the number of columns printed in each Philadelphia newspaper during the month.

	1902.	1901.
INQUIRER, . . . . .	2,272 cols.	2,165 cols.
Record, . . . . .	1,808 "	1,705 "
Press, . . . . .	1,533 "	1,475 "
North American, . . . . .	1,458 "	* 1,085 "
Public Ledger, . . . . .	1,131 "	1,213 "
Times, . . . . .	701 "	863 "

\* No Sunday edition last year.

## THESE TABLES TELL THEIR OWN STORY

They are not glittering generalities, but are undeniable statistics. And they prove beyond doubt that the INQUIRER is the paper that the people rely upon for both news and advertising.

## THE INQUIRER IS PROGRESSIVE

THE PHILADELPHIA INQUIRER,

1109 Market Street, Philadelphia.

New York Office, Tribune Bldg.

Chicago Office, Stock Exchange Bldg.